

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV.

NEW YORK, MARCH 30, 1911.

No. 13.



UNIV. OF MO.
APR 1 1911
GENERAL LIBRARY

A corporation reports that since it began advertising four years ago its business has been handled by four agencies.

It is, of course, unnecessary to reserve much space to set forth the successful results so far obtained.

At first it might be thought interesting to know how the business was secured. For instance, was the split-commission, the personal attention, or the submitted-plan hook employed?

On second thought, however, it would seem that the question of how not to do a right thing might be given too much attention. You remember the old pilot who tried to satisfy a new examining board as to where different rocks and dangers to navigators were located, and who ended the effort by exclaiming: "Gentlemen, if I can't make you understand where them obstructions are, I can take you through the channel and show you where they ain't."

This week ends our forty-second year in the Advertising business. What we have learned as pilots is at the service of all worthy craft.

Philadelphia

New York

Boston

Chicago

NO legitimate manufacturer can make a profit on "first sales." It takes re-orders to pay dividends.

**Buy a
Printed
Advertisement**

**Get
Personal
Endorsements**



Therefore a customer who, once convinced, will not only continue to use your goods but also induce his friends to do so, may be easily worth 10 times as much as the "one-time" buyer.

City people live under pressure and are far from their neighbors. You probably cannot name half the people who live on your street and never talk intimately with any.

You have neither time nor inclination to get acquainted.

But the farmer has and does. It is a notable fact that a good article introduced into one farm home leads to dozens of other sales.

Yet the rate per thousand is no higher for Standard Farm Paper space than for general mediums.

No wonder the Standard Farm Papers show remarkable advertising gains!

Standard Farm Papers

are The Indiana Farmer
Field & Farm, Denver
Farm The Farmer, St. Paul
Home and Farm, Louisville
Papers The Oklahoma Farm Journal
The Ohio Farmer
of The Michigan Farmer
The Breeder's Gazette
Hoard's Dairyman
Known Wallaces' Farmer
The Kansas Farmer
Value Wisconsin Agriculturist

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, MARCH 30, 1911.

No. 13.

HANDLING ARTISTS AND ART WORK.

SECURING BEST PRACTICAL RESULTS FROM THEIR ABILITIES—THE PROPER AMOUNT OF IMAGINATION AND THE PROPER AMOUNT OF HORSE SENSE—GIVING THE ARTIST SUFFICIENT FREEDOM.

By Earnest Elmo Calkins.

Sammy, the office boy, was perched on a high stool in the art department watching the artist fill in a black silhouette design, when he should have been out in the big office filing the checked-up newspapers. After a long interval he inquired earnestly:

"Does it cost much to be an artist, Mr. Fawcett?"

Sammy shares in common with a great many manufacturers who are advertisers some very hazy ideas about art and artists, but the general agreement seems to be that artists are "kittle cattle." Hence the form of the title of this paper.

The impression certainly does prevail that artists are individuals who must be "handled." It is probably too much of this handling which spoils a great deal of the art in advertising. The best advice to the man who wants to know how to handle an artist is *Punch's* advice to a man about to be married—"Don't."

When an artist brings you a design painted in oil he always surrounds it with a deep boxlike frame so that it can be handled without smudging. If you touch the painting with your finger, you produce a smudge which has to be painted out.

The artist is something like his painting, in that he has to be handled with care. If you poke your finger at him maliciously, you will undoubtedly smudge him and get

him into such a state that you cannot do anything with him, and then you will be put to the necessity of painting the smudge out. So don't smudge your artist.

The late Walter Shirlaw was a type of the fine old-school artist who took pride in his work, and whose ideas were as far removed from commercial art as a Postum cereal ad from the National Academy. Nevertheless, by some inconceivable process, he was led to accept in advance a very large check—several thousand dollars, it was said—for three drawings for Paine's Celery Compound. When they were finished Shirlaw took them under his arm and went to the office of the individual who had ordered them. In his fat-necked, stubby-fingered way this individual went over the designs and not only pointed out a great many reasons why they were not adapted to the work he had in mind, but also gratuitously instructed the artist in some of the elementary principles of drawing. With a pained and puzzled look upon his face Shirlaw took the check out of his pocket and laid it on the desk in front of the advertising man, slowly and carefully wrapped up the three drawings, put them under his arm, went out and never came back.

It was not real horse sense to ask a man like Shirlaw to do an advertising design, but, in this case, my sympathies are all with the artist.

Advertising is probably the most remarkable mingling of an unrestrained imaginative temperament and a hard-headed, bookkeeping, business instinct of any product of this age. It is successful only as these two discordant elements are successfully mixed—an operation about as difficult as the proverbial mingling of water and oil.

The average manufacturer's

lack of advertising ability is due to his lack of imagination. In proportion as he has this imagination he ceases to be a successful business man and manufacturer. It is when he wishes to buy imagination that he goes to the advertising man. The manufacturer lives in the past and present. The advertising man lives in the future. The manufacturer knows what he has done. The advertising man sees what he can do.

When in the course of human events it becomes necessary to call upon an artist to help place before the public some phase of a business, it is also necessary to get the best work that artist is capable of doing. It is true that no man does well anything that he does not like to do. As Elbert Hubbard puts it, he must take joy in his work. Whether it is true or not of the other kinds of work, it is certainly true of an artist's.

An artist must be allowed a certain freedom. He must be limited in such a way that he doesn't feel the limit. It is not possible to run an art studio with a time clock. Possibly it is not possible to run an art studio at a profit. But it is possible to get from artists successful advertising designs, and that is the main point.

It was once my good fortune to work in an establishment where the chief reward for any good piece of work was a sympathetic and appreciative smile from the "boss." That sympathetic and appreciative smile did wonders. Nothing in the pay envelope approached it as a reward. Somewhere in this thought lies the basis of getting on successfully with the varied temperaments which make up the average art department or the group of studios outside the office which supply designs, illustrations, decorative work, pictures and ideas that comprise the art work necessary to handle an advertising campaign.

Of course, the artist must be paid, and in these days he must be paid well. He may not have the commercial instinct, but that doesn't mean that he will not raise his price just as often and as frequently as he can, whether justi-

fied by conditions or not. But the mere matter of price doesn't settle the question. As an artist wrote to me one day, apropos of accepting some commercial work at a good deal higher price than any he had ever received for his illustrations for a magazine:

"I am perfectly happy and contented where I am in the illustrating field. When I climb over the fence into the advertising field I expect to be paid more for it. I have climbed over the fence several times and torn my pants, and that is all I have got for my pains."

To secure good work from good artists for advertising purposes requires somebody in connection with the establishment who is a judge of the intrinsic goodness of the work. That is seldom or never the advertiser. It is his peculiar and unintelligent criticism that gives to so many of the leading magazine illustrators the impression that commercial art is a humiliating field of work.

There should be a distinct understanding with an artist that he will be paid for his work if he does good work, and there should be somebody who can judge whether it is good or not. Whether the work also meets the peculiar notions of the advertiser is a separate matter, but the artist who has really done a good piece of work should be paid for it, whether that work is available or not from the advertiser's point of view. This should be distinctly understood.

And here comes in the intelligent selection of the artist to do the work. It is not good judgment to ask Harrison Fisher to make a catalogue cut of a worm gear, or to ask Will Glackens to do a fashion drawing, or Maxfield Parrish to retouch a photograph. Every artist has an individual style. His style of work should be studied and the man selected for the kind of work he can do best. He should then be asked to do it, and if he does that sort of work, he should be paid for it, even though the advertiser did expect something else.

Of course, the average adver-

tiser does not leave these things to his advertising agent, as he should, but that is the fault of the advertiser and does not alter the principle. The real nucleus of the matter is that the man in the agency, or in the advertising department of the advertiser, whose business it is to decide upon the physical appearance of the ads, should have a clear idea of what is wanted and then be a competent judge as to whether or not it is delivered.

“LADIES’ HOME JOURNAL” A MONTHLY AGAIN.

The May 15 issue of *The Ladies’ Home Journal* will be the last mid-month number. Edward W. Hazen, the advertising director of the Curtis Publishing Company, says:

“We have found that our readers do not like it—that they do not want it. They thought they did and asked for it. We thought they did and gave it to them. We are both mistaken. The feeling is that it divides the magazine, that it is confusing, that it is ‘not like the old *Journal*.’

“We are perfectly satisfied to go back to the former once-a-month plan and concentrate our efforts in making the best and largest monthly numbers we have ever made. This we will do.

“While our circulation increased, and there are on the list about 135,000 more subscribers than there were a year ago, attracted by what in advance they regarded as a ‘big offer,’ the fact remains that when they actually received the magazine twice a month they did not like it as they thought they would, and preferred the larger numbers once a month to the smaller numbers twice a month.

“Therefore, commencing with the issue dated June 1 (issued May 25), *The Ladies’ Home Journal* will return to monthly publication. The subscription price will remain at \$1.50 and the single copy price will return as before to 15 cents. The advertising rate will remain the same as it has been, i. e., \$7 per line.

“One of the objections to the magazine when it was a monthly was that it had grown so large and contained so many pages that the method of binding with wire staples did not hold it together. A new method of binding has been installed, and already a part of the edition is being bound like a book—pasted together with a ‘flat back.’ This will hold firmly together the thickest magazine, and just as fast as the remaining machinery is received, the entire edition will be so bound.”

WHO ADMITS IT?

From the *Publishers’ Guide*.

Elbert Hubbard, who is admitted to be the best advertisement writer we have.

THOMAS T. WILLIAMS, OF THE NEW YORK “JOURNAL,” DEAD.

Thomas T. Williams, publisher of the *New York Evening Journal* and treasurer of the Evening Journal Publishing Company, died March 22 in New York, of erysipelas and other complications, aged fifty-five years.

Mr. Williams was born in London, England, the son of a hardware merchant, and went to Melbourne as a lad. Later he shipped on a sailing vessel for San Francisco, where he arrived when he was fifteen years old. He became a prospector and a miner and made considerable money and also many friends.

“Tom” Williams, as he was called up till the day of his death, was always a lover of sports, and had been an athlete. It was his interest in sports that made him enter newspaper work. He became sporting editor of *The Alta California*, and after some years managing editor of the *San Francisco Post*.

When Senator George Hearst became proprietor of the *San Francisco Examiner*, about thirty years ago, Mr. Williams joined the staff, first as a reporter, and became in turn sporting editor, editorial writer, and business manager. In 1886, when William Randolph Hearst took charge of the paper, he remained on the staff, and has been connected with the Hearst papers ever since.

Mr. Williams was the owner of the famous mare *Marian*. He was a member of the Manhattan Club, the Wykagyl Golf Club, and several organizations in California, and was known in all the chief cities of the United States.

A widow and a daughter survive him. The Publishers’ Association of New York City adopted the following resolutions:

“The Publishers’ Association of New York City records its sense of irreparable loss in the death of Thomas T. Williams, treasurer of the New York Evening Journal Publishing Company.

“Self-made, schooled thoroughly in the practical duties of life, honest, fearless, fully equipped in temperament and training, Mr. Williams in his arduous and responsible position exemplified the best type of the metropolitan daily newspaper publisher.

“He performed his duty with full appreciation of responsibility to the public, to labor, and to capital, and his successful career is a convincing and lasting demonstration of courage and of character.

“We, his associates in a like vocation, cherish his memory as that of a friend, and tender to his family our profound sympathy.”

Ehrlich Brothers, proprietors of the large department store on Sixth avenue between Twenty-second and Twenty-third streets, New York, have retired from business after a career of more than half a century, and sold the stock to John Clafin. It is said another department store will be established on the spot.

IS THE COUPON A PRACTICAL DEVICE?

VARIOUS OBJECTIONS REGISTERED BY ADVERTISING MEN WHO DISPUTE ITS VALUE—INJUSTICE TO ADVERTISERS ON REVERSE SIDE—CONSUMERS COMPELLED TO WRITE TOO SMALL IN TOO CRAMPED SPACE.

Both on account of the small percentage of advertisers who use the coupon, and by the frequently expressed views of non-users, it is evident that the value of the use of the coupon is widely disputed. As an advertising man recently remarked, "Why, even when coupons are used by consumers, the writing intended to be done on them is usually on another piece of paper. How in the world any sane person could expect the average reader to fill in most of the coupons one sees, I am sure I don't know. Within the space of anywhere from a half-inch to an inch, readers are supposed to write their own name and address, their dealer's name and often other information. For nine-tenths of people it is an impossibility to write as small as most coupons make compulsory. Why, therefore, aggravate them by presuming that they can do it? Does the coupon really amount to anything as a puller?"

Sentiments such as this crop out every now and then, to say nothing of various other considerations. A well-known advertising man writes as follows:

WOOD, PUTNAM & WOOD.
Advertising Agents.

Boston, Mass., March 20, 1911.
Editor of PRINTERS' INK:

I am sending you herewith a back cover advertisement from a recent issue of a well-known publication. There is nothing unusual about this back cover but there is a condition of considerable advertising interest.

The coupon idea is as old as the hills and has been worked to mighty good advantage at times so far as bringing in a number of replies or requests, but I have yet to be convinced that the coupon idea is practical for the following reason:

Assuming that the average advertiser expects to benefit by several individuals reading his advertisement, does not the clipping of the coupon by the first reader eliminate further replies from other members of the family or from

other people to whom the publication may be handed over?

In this particular case with the coupon cut off, it would destroy entirely the advertisement on the other side of the page, and in a case like this, would not the other advertiser, the small fellow inside, be entitled to a rebate for not being permitted to enjoy the full circulation for which he pays a certain price?

Is the publisher so intent on favoring the advertiser occupying the back cover for which he pays a very handsome price, that he overlooks entirely the rights of other advertisers on the inside?

What is the answer?

A. H. WOOD.

The coupon was originally devised to remove the resistance encountered by the absence of paper at hand to write to an advertiser, and also to lead him to give information of a valuable nature regarding dealers. Whether it has actually accomplished such objects better than anything else could accomplish them, seems to be a wide-open question—one upon which PRINTERS' INK desires more information.

Parenthetically, it may be mentioned here that not all advertisers know that the Post-office Department's rule of no more than twenty-five per cent space for coupons must not be interpreted to mean that if a double-page spread is used, a half-page coupon is allowable. The unit of reckoning is the page, and twenty-five per cent of a page is all that is allowable to any advertiser, whatever the size of the ad.

BUDD LIST CONTINUES TO GROW.

The San Antonio *Express* and the El Paso *Herald* will hereafter be represented in the general advertising field by The John Budd Company. The appointment takes effect immediately. These publications have until recently maintained their own office in New York in charge of John P. Smart, who died about a month ago. They are two of the strongest and most progressive newspapers in the great Southwest.

One reason for the success of The John Budd Company is its thorough knowledge of the various fields covered by the papers it represents. Mr. Budd is a leading exponent of the modern idea of analyzing circulations and possible markets so as to co-operate with national advertisers in the intelligent planning of campaigns.

Pulls Most Inquiries On This \$2,000 Proposition!

Out of a list of six farm papers carrying identical copy on a \$2,000 traction engine **THE FARMER** of St. Paul brought 27 per cent more replies than its nearest competitor and more than twice as many as three others.

This proves two things for you, Mr. Advertiser. It shows that the farmers of Minnesota, the Dakotas and Montana—the territory covered by

THE FARMER

A Journal of Agriculture
ST. PAUL, MINN.,

have plenty of money to spend for advertised products, even if these products do cost as much as Two Thousand Dollars.

It proves that the educational work which has been conducted by **THE FARMER** has made its 140,000 readers a ready market for improved merchandise of every kind—from the latest improvements in horse shoes to a Two Thousand Dollar traction engine.

It must be remembered in this connection that **THE FARMER IS THE ONLY FARM PAPER** in the West that maintains its own experimental farm, where farming methods are tested for the benefit of the readers of this paper; that **THE FARMER** is published in the largest agricultural publishing plant in the West; that our text books on the various branches of agriculture are now in every-day use in thousands of country schools throughout the West.

It is prestige of this sort that makes possible such results as the above for your copy in **THE FARMER**. We have special information about results in most every line. Ask us to send you some of this information about your line of merchandise.

Guaranteed Circulation more than 140,000. The largest Farm Weekly circulation in the West

Write for rate card or ask your agency.

THE FARMER

ST. PAUL, MINN.

Chicago Office

Geo. W. Herbert, Mgr.

600-601 First Nat'l Bank Bldg.

New York Office

W. C. Richardson, Inc., Mgr.

41 Park Row.

Member Standard Farm Paper Association.



PUTTING SELLING THOUGHT ON LABELS AND PACKAGES.

GREAT WASTE GOING ON THROUGH UNREPRESENTATIVE, REPELLENT CARTONS AND LABELS—THE ATMOSPHERE AND DRESS IN KEEPING WITH THE GOODS AND THE HOUSE THAT MAKES THEM—PRACTICAL TRADE CONDITIONS NECESSARY TO CONSIDER.

By Marshall Whitlatch,
Advertising Manager, Standard Milling
Company, New York.

The possibilities of infusing selling force into labels and cartons are so great that it has often been a source of wonder to me why this intensely important feature is not utilized more extensively.

The utter irrelevancy or positive antagonism in the color scheme and design of the average label is appalling.

To take a fine product, the child of a man's business acumen, and send it out into the world

dressed in a bizarre raiment of the average label and carton and expect people to recognize the high breeding of the goods therefrom is silly and unreasonable.

It will take endless advertising and talk to overcome the perfectly natural reluctance of the customer to accept the goods at their face value. The bad first impression is hard to eradicate and costs a "sight of money" to eliminate.

First impressions are so strong that it seems a crime, almost, to see the number of concerns who neglect this item. The death knell of some fine products has been rung and the precarious existence of others has been due to

a neglect of this first impression. More goods than is realized are *disguised*, rather than *identified*, by their labels.

The designing of a label is generally not considered of enough consequence to devote any great amount of money to it. The salesmen of different label houses are called in and told to get up a label design and they endeavor to get a line upon how many colors are to be used, the quality of the stock and the size of the edition. These are important items from the salesman's standpoint.

The salesman proceeds to get up a sketch, and the amount of money to be devoted to this is governed by his standing with his firm and their estimate of the

probability of their landing the order in competition with other label houses. Bitter experience has taught them the size of the risk they are running in the cost of the sketch; the final amount to be spent is given to an artist who proceeds to get up a design to keep within that cost. He has only so

much time and he does the best he can. He probably knows nothing of the product or its especial points of merit and he gets up a conventional design. After the various label houses have submitted their sketches made upon the same basis, a selection is made. Then the buyer starts his campaign for low prices on the edition. This design and color scheme is finally launched upon the public and the concern is committed for good.

Mediocrity is bound to be stamped upon that product because the effort right from the start has been mediocre and it will look it. It is a rare chance



A Label from One of the Author's Products—showing the trade-mark Hecker circle of red (which Mr. Whitlatch would like to see changed) and also the plate of flapjacks—a bid to appetite.

that a really fine design is produced under these conditions. The package radiates just that kind of effort which has been put upon its designing. Cheap inks or colors, cheap paper or cartons, plenty of printing and sales talk, confusion, etc. There has been no careful, thorough preparation to make that package carry out a definite purpose. No suggestions except the ordinary effort of ordinary artists. Many and many a person has been almost persuaded by the subsequent advertising campaign to purchase the goods, but when they finally reached the store they chose some other package which looked to be better for the money. The difference in the appearance influenced their wavering choice.

People assume things are what their exteriors indicate.

People assume a man is a gentleman if he looks the part. They voluntarily give him credit for what he looks. If a man does not look the part he must bring endless talk and evidence of ancestry, training and qualifications to inspire confidence, and even then people will withhold their absolute confidence from him, due to a lingering suspicion which is left from the first impression which he made.

Confusion and cross purposes are stamped all over the ordinary label and carton. Extravagant claims, adjectives galore, long quality talks and so much printing that even the name of the product is difficult to decipher in some cases; words, words, and more words.

To print quality talk upon cheap paper, with poor inks, colors and bad designing is the height of folly. It will not make the impression designed in spite of all the talk in the world. If people remember the package at all they will remember its appearance and not the quality talks.

There are a great variety of things which should be considered in getting up a label or carton. For instance, the amount of handling it must go through before reaching the consumer; this will suggest the strength and weight of stock; the place where it is



Riker's (chain of drug stores) are keenly aware of the importance of labels because they are retailers as well as manufacturers. The package to the left is purposely designed in blue diamonds so as to make a telling window display. The small, richly colored sachet box (octagonal shape) illustrates how a small article can be "dressed for the market" by a rich package. The square carton has a facsimile ribbon printed on it, for more dainty effect. The bottle to the right is shaped for display and advertising value, while its richly embossed label lends atmosphere.

likely to be displayed, i.e., whether in glass cases or exposed on shelves, and the probable length of time it will stay there; these items will suggest or modify the general color scheme because too delicate a color will show dust, finger prints, fly specks, etc. The action of light must also be considered, due to the possibility of the colors fading and making the package look dingy.

To print a statement, for instance, that the goods have "a rich creamy flavor" upon a label or carton in poor inks which fade

quickly is like a man coming into your office with several days' growth of beard upon his face and shabby clothes, telling you that he represents the finest house in his line. You won't believe him and he will have to bring a great mass of other evidence to overcome your natural reluctance to accept him at his face value. If the colors are high-priced colors and are pure, rich and strong and properly blended, the natural inference is that the goods possess high qualities because they look it as far as you can tell from the appearance of the package. If there is nothing said or shown upon the package to arouse suspicion in the customers' mind, they will voluntarily attribute high qualities to the goods, and it is the purpose of all sales effort to leave the path wide open for customers to try the goods to verify their curiosity whether the product is as good as it looks.

Such statements as "Avoid Imitations," "Order by Name," "Use no Other," "Best in the World," and a host of phrases of similar import are just wasted breath to speak and a waste of ink and space to print; they are trite and no longer carry interest or conviction because it makes a person ask, "Why?" It shows your interest too plainly and they will suspect the guilelessness of your motives. Why bring up these thoughts in their minds? It immediately advises people who do not know that there are other goods of this kind on the market and invites comparison where it is far simpler to occupy their minds with your own product exclusively. You are using your advertising space to invite the competition of rival brands. Cheap talk, cheap claims and rant will not last long with any one.

There are certain styles of deco-

ration which people for all time have learned to associate with quality; that have stood the test of time and have worn down all spasmodic ornamentations. These are generally simple in their construction, but require the services of high-priced people to apply with a sure touch. There are certain qualities in colors which suggest purity, cleanliness, richness, etc.; it requires high-priced people to handle them properly. When done by a master hand these things do not have to be explained. To save money on a carton or label at the start where millions of dollars of advertising and sales effort may subsequently be devoted is a false economy; better by far that a young firm with \$500 or \$1,000 to spend put their entire advertising effort the first year upon the designing of the labels and cartons and let that package talk to every one that sees it.

Of course, it is just as easy to overdo the ornamentation and coloring as to err the other way. The point of practical value is that there is a total absence of "tone" to so many labels and cartons. Words are used to suggest certain qualities which the color scheme and design destroy or neutralize, and this matter of designing is not approached with sufficient thoroughness or with a realizing sense of the possibilities. Crispness, richness, dignity, strength and many other qualities can, by a master hand, be stamped indelibly upon a product. Master hands are high-priced people and this particular item of label or carton is one where false economy can do indefinite damage, as a concern is likely to be permanently committed to a design because it is risky to tamper with these things after the product has been upon the market for any length of time.



A Package with a Checkerboard background. Stripes, checkerboards, etc., are interesting and effective arrangements to make a package stand out, for optical reasons.

Keeping in mind the subsequent advertising campaigns to be launched, consider how the design and color scheme lend themselves to repetition on lithographed matter, car cards, posters, walls and bulletins, and whether you can tell a familiar story in the newspapers just by reproducing the design. Labels and cartons occupy advertising space and constant repetition of the same story is one way of creating memory. It is what people remember that makes them buy. If your package, from its exterior, makes the customer think it "looks good" as far as he can judge, he will never be satisfied till he tries it.



Making the Label fit the Name Pictorially.

PORTLAND ADMEN MAKE MERRY.

The science of admen, which ordinarily is concentrated on accelerated sales, was skilfully used for the entertainment of the admen themselves at Foster & Kleiser's sign "factory" in Portland, Ore., March 14. There were 150 different varieties of feats.

"At Home" appeared in letters twenty feet high on the roof. "Welcome To Ad Club" was swung across the street with an illumination scheme. "Now You're Here" was the legend outside the building, and opposite it a death's head.

Inside was Seattle's "goat," which Portland claims to have and in a place of honor was the original long-necked club goose, which lifted up his voice in raucous protest each time an entertainer became boring. Other features of similar ingenuity were displayed for the amusement and discomfiture of the admen.

W. R. Emery, chairman of the speakers' committee of the Associated Advertising Clubs of America, read a paper. A. Schnell presided.

WESTERN RAILWAYS TO ADVERTISE IN EAST.

The Chicago, Rock Island and Pacific Railroad, in pursuance with the requests of Iowa commercial clubs to use some of its advertising funds to acquaint Eastern people with the advantages of that state as well as of other Western and Southwestern states, has prepared advertisements which will appear within the next thirty days in many Eastern publications, calling attention to the splendid opportunities in Iowa for settlers.

WHY FARMERS SHOULD ADVERTISE.

The Muscatine, Iowa, *Journal* advocates that farmers go into advertising to boost their farm receipts. It says: "In these days in almost every line of business, advertising, publicity, is recognized as the greatest of selling forces. Every business man who has anything to sell attempts to reach his trade and prospective customers through some kind of advertising. And the more effective his advertising campaign, the more prospective or possible customers he reaches with the story of the merit of what he has to sell, the more successful is his business. Charles Dillon, the press agent of the Kansas Agricultural College, is trying to encourage the farmers of his state to get the advertising habit. 'Why don't you advertise, Mr. Farmer?' he asks. 'Get a name for your farm and then advertise your farm by the name, 'Fairview.' Then buy under the name Fairview, sell under the name Fairview, have your butter marked Fairview, print Fairview on your berry boxes and have eggs marked Fairview, and paint Fairview on your wagon boxes. It won't be long before the name of your farm is known and people will be calling for your products. The town merchant advertises and the farmer can just as well advertise his butter, eggs and produce.' Mr. Dillon's suggestion is somewhat novel, but it sounds eminently practical. Every season farmers are adopting new and advanced methods of production. There has been, however, but little progress in the selling department of their business, and to the farmer the selling department of his products is a most important item. Why should not the farmer begin to look about him for progressive methods of salesmanship so that this phase of his business will keep step with the rest of his affairs?"

A POLITICAL ADVERTISING PROBLEM SETTLED.

That a Republican newspaper has a perfect right to accept political advertising from candidates of an opposite political party was the contention of J. M. McCall of the Ithaca, Mich., *Herald*, at the recent meeting of the Republican editors in Lansing. He claims that any kind of political advertising is legitimate and that the publisher of a Republican newspaper should not turn down a source of revenue because the advertising is submitted by the member of an opposite party.

G. W. Weatherby, recently with Lord & Thomas, has become associated with the advertising staff of the *Columbian Magazine* and will aid in looking after the interests of its clients in Chicago and the Western field.

THE GREAT WORK OF EN- THUSING THE DEALER.

IMPORTANT MANUFACTURER'S PROBLEM—MAKING MORE MONEY FOR THE DEALER HIMSELF—EXTRACT FROM ADDRESS BEFORE DETROIT AERIAL CLUB.

By Walter L. Hill.

Sales Manager, Detroit Stove Works.

The manufacturer cannot live without the retail dealer. He is more vital to his success than practically anything else with which he has to do in the merchandising of his goods. A dealer in order to get the best results from a manufacturer's line must know how to display his goods to the best advantage. One salesman started in a territory where very few customers were located some years ago. Instead of trying to cover the entire field at one time, as some salesmen are prone to do, this salesman bent his efforts on a few customers. He went to one merchant who had never had much success in selling stoves and showed him how by attractive displays of the stoves on his floors and good window arrangements he could increase his sales very materially. He also assisted the merchant in getting the stoves arranged in the best possible manner, something the merchant had heretofore laid very little stress on.

The salesman then took other customers and showed them where, by making a better display of their goods, they could increase their sales. The result was that in a year's time he had built up a business in that territory much larger than many other salesmen in other territories enjoyed. The customers he had secured in these various cities were selling more stoves and had better arranged stores than other merchants in the same lines in those cities. This was due in a great extent to the educational work on the part of this salesman.

Some merchants have an idea they can sell only low-priced goods. An instance occurred one day of a merchant in the north-

ern part of Michigan who came into the factory and complained because the mail-order houses were getting business from him by selling stoves about ten or fifteen dollars lower than he was asking for his stoves. As he was complaining about this cheap competition, the question was asked him whether he did not know of a certain range manufacturer in the West who was selling stoves at about twenty dollars more than the price he was asking for the stoves he sold. He said, "Yes, he had heard of him," because this same manufacturer had sent a man into his territory and had sold two carloads of these high-priced stoves to people in his vicinity.

It is up to the manufacturer to educate the dealer not only in displaying the goods, but in the use of the advertising matter furnished. It is a well known fact that more than fifty per cent of the advertising matter furnished by manufacturers and jobbers is wasted by the merchant. It is the duty of every salesman to see that this advertising matter is used to advantage. Thousands of dollars spent in its preparation is practically wasted where it is sent the dealer and he does not use it.

No matter how good the line you are selling and how reasonable your prices are, until you enthrall a dealer with the value of your goods and their merits you cannot hope for the largest possible amount of business.

“REPRESENTATIVES’” NEXT MEETING.

The next luncheon of the magazine Representatives Club, New York, will be held on Monday, April 3. This and future luncheons of the club will be held at the Martinique Hotel. The speaker will be A. W. McCann, of Francis H. Leggett & Co. His subject will be "What the Magazines Have to Gain Through the Newspapers' Folly."

Prof. W. F. Shaphorst of the mechanical engineering department of the New Mexico College of Mechanical Arts has resigned his position there to become a technical writer on the staff of A. Eugene Michel, advertising engineer, New York City.

DO REASON-WHY ARGUMENTS FAIL TO SELL GOODS?

HARMONY BETWEEN "REASON WHY" AND "SUGGESTION"—IMPERFECT ADVERTISING SCIENCE, BUT ARGUMENT A FUNDAMENTAL NECESSITY.

By Charles D. Lewis,

Sales Manager, The Perolin Company ("Perolin Dust Destroyers").

Under the caption "Reason Why," one of your contributors recently took issue with the enthusiasts of that school of advertising; and while his criticism of the theory involved was restricted in statement to its application, the tenor of the entire article appears so palpably negative of faith in that form of publicity that it seems almost a challenge.

In the opinion of the writer there is no rivalry between "suggestion" or "iteration" and "reason why" effort. Each has its well-defined sphere of application, yet they often supplement or assist each other.

However, it is not easy to recall many articles even among the five and ten cent staples, susceptible of national exploitation by iteration, reiteration or even suggestion, nor do the samples given by the writer of the article referred to assist much in the research—not even in "suggestion." "John Jones' Bread Is Best" may thunder its convincing appeal to the vacuous mind of the average housewife with her unwitting disregard of logical suasion, or she may be recalled to her sense of duty toward her hungry lord by the suggestive admonition of "John Jones' Bread—As Tasty As Salted Almonds"; but it is extremely doubtful whether the "saturation point" for the "staff of life" would be materially hastened, even were these impelling forms of publicity to be emblazoned on the pages of every national medium.

But for the sake of fairness, let us also select articles in the

purchase of which the masculine mind is a deciding factor—for after all, mentally, "what is sauce for the goose is also sauce for the gander"—prepared foods, collars, safety razors, soaps, toothbrushes, confections, varnishes, hosiery, underwear, shoes, public-service utilities, such as lighting, transit, communication and others that have become eternally familiar through national advertising. Would these have reached their present consumption without other amplification than "Buy Our Goods—Everyone Knows They Are Best"? If so, there has certainly been fearful extravagance and economic waste.

After all, do not the adherents of the respective theories differ simply in failure to discriminate as to the application of same both as to goods and mediums? Articles of local distribution, with the perfervid haste and confusion of modern conditions, yield logically to those forms of publicity embodied in terse declaration, so that "he who runs may read." But when these same goods aspire to national distribution, both the conscious influence of propinquity and the cumulative force of repeated statement are eliminated and there is but one avenue of appeal left—the intelligence.

A point of illustration is fortunately furnished in a page ad for the Chicago *Daily Tribune* following your contributor's article. At home that paper epitomizes its prestige in the billboard slogan: "The World's Greatest Newspaper," but when it proclaims its wares to a national clientèle, it amplifies its "vaunting" with intelligent "reason why."

It must be admitted that the science of advertising is still an imperfect one and that all efforts in that direction are more or less tentative, just as the psychology of mental gymnastics is still an unknown quantity of indefinite results, but there are certain rational standards which have fully vindicated their permanence and value and any material departure from them would invest the effort with unnecessary hazard.

Symposium of Authors

of the most popular books and contributions
of the day in the April issue of

THE RED BOOK MAGAZINE

THE RED BOOK MAGAZINE

EDITED BY KARL EDWIN HARRIMAN

CONTENTS FOR APRIL, 1911

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COVER DESIGN—"THE HEROINE OF THE PLAY".....	Painted by Jan Altol White, New York	
PHOTOGRAPHIC ART STUDIES.....	White, New York Griso-Ravay Co., New York	
FRONTISPICE.....	Drawn by Edmund Frederick	
FINE GOLD To accompany "A Venture in Flats"—page 101	Emerson Hough	993
THE LOVE THAT NEVER DIES.....	Illustrated by Gayle Huskins	
DELICIA SHE BECOMES A WOMAN.....	Illustrated by Blanche Fisher Wright	John Luther Long 1069
THE AIR SERPENT.....	Will A. Page	1019
AN AEROPLANE TRAGEDY.....	Thomas Samson Miller	1025
THE SNOB THE PENALTY HE PAID IN AFRICA.....	Illustrated by A. W. Amick	Johnston McCulley 1036
THE CLODHOOPER.....	Edward Price Bell	1046
HE TURNS THE POLITICAL TABLES.....	Illustrated by Robert Edwards	1056
JACK HALSEY'S UNMOORING.....	Edward Price Bell	1046
HE SWIMS THE JOHNSTOWN FLOOD.....	Illustrated by W. H. D. Koerner	1056
COMPETITORS.....	Ruth Knutman	1065
A DEPARTMENT STORE LOVE AFFAIR.....	Illustrated by G. W. Hurling	1065
THE MULLIGAN CAMP.....	Ellis W. Peattie	1076
A FIGHT AND A VICTORY.....	Illustrated by Monte Creus	1081
THEIR HAPPY HOME.....	Bessie E. Hoover	1094
A STORY FOR NEWLY-WEDS.....	Robert Adger Bowen	1113
A VENTURE IN FLATS.....	George Gibbs	1122
THE CAT INTERVENES.....	Illustrated by Edmund Frederick	1128
IN THE STUDIO.....	George Gibbs	1137
THE PORTRAIT THAT WAS NOT.....	Illustrated by George Gibbs	
COWARD CONSCIENCE.....	Horace Hazeltine	1113
PROBING A MAN'S HEART.....	Illustrated by John Newton Howitt	1122
THE HEROINE OF THE PLAY.....	Stanley Olmsted	1137
WINNING THE DRAMA HANDICAP.....	Illustrated by H. M. Brett	
THE DAM.....	Hugh S. Johnson	1122
AN INCIDENT OF THE AMERICAN-JAPANESE WAR.....	Emery Pottle	1128
MR. FOSDICK'S DIDOES.....	Illustrated by Frederick Richardson	1137
HIS MOTHER-IN-LAW'S CURB BIT.....	Louis V. De Foe	1137
CHANTECLER—AND OTHERS.....	Illustrated from photographs	
THE LATEST METROPOLITAN PLAYS.....		

TERMS: \$1.50 a year in advance; 15 cents a number. Foreign postage \$1.00 additional. Canadian postage 50c. Subscriptions are received by all newsdealers and bookstores, or may be sent direct to the Publishers. Remittances must be made by Postoffice or Express Money Order, by Registered Letter, or by Postal Stamp of 1 cent denomination, and not by check or draft, because of exchange charges against the latter.

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THE RED BOOK MAGAZINE is issued on the twenty-third of the month preceding its date, and is for sale by all newsdealers after that time. In the event of failure to obtain copies of news stands, or on railway trains, a notification of the Publishers will be appreciated.

Advertising terms close three weeks prior to the time of issue. Advertising rates on application.

THE RED BOOK CORPORATION, Publishers, 1516-164 State Street, CHICAGO
LOUIS ROSENTHAL, President CHARLES M. BICHTER, Business Manager

RALPH K. STRAUBMAN, Advertising Manager, 1172 Fifth Avenue Building, New York
R. M. PURVES, New England Representative, 25, Station, London Street, London, W. C.
Entered as second-class matter April 25, 1905, at the postoffice at Chicago, Illinois, under the Act of Congress of March 3, 1879.



SG, PUCCINI

THE ROHNS MERRILL COMPANY

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By
**HESSIE R.
MOYER**

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Post 8vo. Cloth. \$1.20 net.
AT ALL THE BOOK SHOPS

HARPER & BROTHERS

SEAR PIVES IN TRIMONE MEST

As soon as Team
in Unlimited Tourney.

ENTERED UP TO

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**The Book Everyone
is Reading**

THE CITY OF ENCOUNTERS

By HORACE HAZELTINE

with the first page and
doesn't let go until the last
AT ALL BOOK STORES

MITCHELL KENNERLEY, NEW YORK
PUBLISHER

AT ALL BOOK STORES

Fifth Printing Now Ready of the
Big Fiction Success of 1911

THE BOLTED DOOR

by GEORGE GIBBS

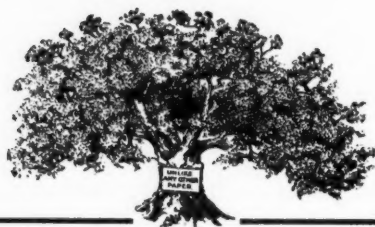
The hero and heroine are forced into a marriage through the will of an eccentric millionaire, and the bottled-down question is that between their apartments in the big country house where they live. A dramatic, appealing and absorbing story.

Illustrated. Cloth, 12mo \$1.75 net.

D. APPLETON & CO.

The Chicago Tribune.

THESE Voting Coupons must be paid
ed 100



A Bad Feature of the Farm Journal

Geo. C. Tillem, of Wisconsin, writes us, "Only one fault to find with Farm Journal, and that is this. It ought to be published in two sections, for my wife and I both want to read it at the same time."

It is this "plus" of interest and confidence that makes Farm Journal such a "happy medium" for advertisers who also want "interest and confidence."

One paper which is read with eagerness is worth three that are simply scanned.

Largest circulation of all farm papers, more than 760,000 per issue.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

PITFALLS THAT BESET THE UNWARY ADVERTISER.

A VETERAN ADVERTISING MAN DESCRIBES SOME OF THE FUNDAMENTAL MISTAKES HE HAS OBSERVED IN THE COURSE OF A MANY-SIDED EXPERIENCE—EXTRACTS FROM AN ADDRESS BEFORE THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION OF HARVARD UNIVERSITY AND AT UNIVERSITY OF MICHIGAN.

By H. N. McKinney,
Of N. W. Ayer & Son.

I.

Some years ago, a friend called my attention to a crowd in front of a store window. Working our way to the window, we saw an attractive picture, supposed to advertise a certain article. My friend said: "That is what I call good advertising—see the crowd it draws." I replied: "How many of those people do you suppose have any idea of what is intended to be advertised?" "Almost all of them," he said. I suggested that he stand on one side, and I on the other, and ask each man, as he came away, what the picture advertised, and made the assertion that not one-half would be able to tell. He accepted the suggestion, and we agreed that each should ask fifty different persons, which we did, with the result that neither of us found a single person who had the slightest idea what was advertised, notwithstanding the fact that the name of the article was plainly marked on the picture.

The trouble was that the picture was so true to life and so full of action that the onlooker saw nothing else. The ten thousand dollars paid by the advertiser for those pictures was money thrown away.

Not infrequently an advertisement having in it a fine picture is useless for the same reason; bluntly put—the bull's-eye is in the wrong place, and the reason for the failure is to be found in the advertiser's lack of knowledge of human nature. We all know how difficult it is to so state a simple fact that a child will not

get from the statement a wrong impression, and yet it is just as hard to remember that "men and women are but children of larger growth," and every advertisement ought to be so plain that "way-faring men, though fools, shall not err therein."

Many years ago, I read in a Hudson River ferryboat a sign, warning passengers against giving baggage to any but "uninformed" porters. At first glance I read it "uninformed," and to this day, when I see that sign, my first thought is always "uninformed." A wrong impression obtained in a quick glance so fastened itself on my mind that forty years have not even dimmed it. Many an advertisement carelessly, thoughtlessly or ignorantly written is giving out an entirely different impression from that intended. This wrong impression, like Tennyson's brook, "goes on forever."

Not long since, in a parlor car, a gentleman sitting in front of me said to his friend, "Have you seen that poster alongside the railroad that reads 'Mammoth World Want Record?'" "What of it?" said his friend. "Well," said he. "I can't see any sense in it; it's all right to give the world's record, but why don't they say what paper holds it?" Both gentlemen strained their eyes watching for these posters as we whirled by, and when they left the train neither had discovered that the "World" was the name of the paper that claimed the record. The advertising man of the *World* had made the common mistake of supposing that his article was as well known, and of as much importance, to other people as to himself.

At another time I was sitting in a car with one of the brightest and best-posted advertising men I know, when suddenly he said: "What does 'Rustless' on that painted sign mean?" "That it will not rust," I replied. "Of course it does," said he; "but do you know, all these years I thought it meant, 'it is quiet, and will not rustle when the wind blows,' and only just now I caught the right idea?"

Is it better to run an advertisement without change, or should it be frequently changed? is a question constantly asked, and never satisfactorily answered; but, one day in St. Louis, I got an idea on the subject that has been helpful. At a table near me sat a wholesale grocer and a manufacturer's salesman. The salesman was trying to induce the dealer to buy an extra large bill of goods, and, after pressing his desire till all argument was exhausted, he attempted to cinch it by saying: "No other goods are as well advertised as these; we have painted signs everywhere."

The grocer was irritated at the salesman's persistence, and replied: "Yes, and it's always the same old thing. Down in Boston, where I come from, they have a pile of stone they call Bunker Hill Monument. It stands up so high you can see it from everywhere, and everybody knows about it. One day, some fool of a reporter wrote an article about the monument and put it in one of the newspapers, and more people went to see Bunker Hill Monument the next day than had been there in a month. Your old, never-changed signs are like the monument—they don't tell any story."

In planning for any advertising, then, the first thing to be considered is the people from whom trade can reasonably be expected. Who are they, and where are they? When these questions have been settled, the next is, Through what mediums can they be reached? Here, again, real study must be given. If the article is unknown to them, they must, first, be educated before they can be expected to want it. Education is always slow, always requires time, patience and care to give right impressions and to avoid giving wrong ones. The article may be known, as a general proposition, and yet the peculiar features which make this particular one valuable may be unknown. In either case, explanation must be made, details must be mentioned, reasons must be given. It is self-evident that these things can only be done in a medium

that is fitted for such language, and which reaches the desired customer at such time and place as will permit the reading of what is said.

No medium meets these requirements and conditions as does the printed page. Whether that shall be the daily newspaper, the weekly publication or the monthly magazine; whether it shall be a class publication, designed to reach certain special classes of men or women, or whether it shall be a publication intended for general reading, is again a question for study, and requires the knowledge of the thousands of publications not only as to their name and appearance, but as to the kind and location of their readers, and the value of each for different kinds of advertising, and the relative value of each to the others.

I think it is conceded that for the introduction of a new article, or for directing public opinion, the press is the most valuable medium. Billboards, painted and electric signs, street cars, and other mediums, have an important place in the advertising world; but advertisements in these lines must necessarily be more for impressive display of a name or a short phrase than for educational purposes, and, therefore, in the preparation of advertisements for these different media, entirely different principles must govern their construction.

The intelligent advertisement writer, when preparing his matter for the press, first studies the people he is to address. He learns how they think, and talk about such things as he wishes to sell, and then writes into his advertisement what he would say if face-to-face with them. True, he must first command attention, and he, therefore, plans some display that will attract attention, never forgetting, however, that this display must *attract* to and not *detract* from, the article he is advertising. When the advertisement is written and he criticises it, he must not consider whether *he* likes it, for, unless he belongs to the same class he is trying to

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reach, the fact that he does, or does not, like it, might be the best evidence that it is worthless. Upon his ability to mentally stand in the place of those whom he addresses, and judge his advertisement from their point of view and method of thought, depends the value of his judgment. In the press there is opportunity to give information, meet possible objection, and make argument; and as people vary in thought, taste and habit, so the advertisements must aim at different times and in different ways to meet these varying conditions.

In display advertising, the method of construction of the advertisement is different. There is neither room nor opportunity for many words. Some design, word or phrase must be set forth in such attractive form, or with such force, that it flashes and fastens upon the mind some thought which reminds the reader constantly of that article.

Display is contrast, and for this reason a perfect circle is the acme of display—the reason being that almost everything that comes in contact with it is either horizontal or perpendicular, and at every point it is in strong contrast with everything around it. For the same reason, the letters C, G, J, K, O, Q, R, S, V, W, X, Y, Z, because of their configuration, make better display than the other letters of the alphabet.

White space is commanding display. An advertisement set in two inches single column, in the center of white space four inches deep and two columns wide, thus occupying an equivalent of eight inches, single column, will attract more attention and, I believe, will be more often and more carefully read, than one filling twice as much space completely filled with type. In the writing and setting of an advertisement, it will be seen that there is much to be considered, even beyond the first all-important knowledge of the kind of people to be reached and the way they think and talk.

Superfluous words are not only a waste of space, but reduce the telling force of an advertisement.

Alabastine and The Ladies' World

One of the 600,000 house-keepers who put their faith in *The Ladies' World* as their most reliable guide was in a quandary.

She tells in a letter to us how *The Ladies' World* solved her problem.

"Gentlemen:

A vacant room in my house was to be converted into a music room, but it was no easy matter to decide how it could be done. I read of Alabastine in *The Ladies' World* and so decided to try it.

One coat of Alabastine was put on and it looked so satisfactory that I decided to try a second coat. With gilt picture molding and the necessary furniture my music room is a thing of art and beauty.

Mrs. L. M. F——,
Baltimore Md."

We guarantee (and back it with a rebate) that our circulation each month in homes like the above is 600,000, 95% paid.

THE
LADIES' WORLD
NEW YORK

The difference between the right and the wrong way of stating a proposition is often the difference between profit and loss, and yet there may seemingly be but little difference in the way the statements are made. I remember reading an advertisement once that interested me. As I read, I began to think I ought to look the article up, but at the end the writer said: "If you think you want this, you will find it at," etc. The moment I read those words I realized that I had lost all interest in the matter. Reasoning with myself as to the cause of this sudden change, I discovered that it was a question in my mind whether the writer himself was sure I ought to get it, and if he, knowing all about it, was in doubt, I surely couldn't afford to pay any further attention to it. If he had said:

"You can't afford to do without it, and ought to get it to-day at such a place." I should have gone and bought one.

The instances where an advertisement almost makes a customer and then drives him away, simply because the writer does not understand human nature, are unfortunately, not uncommon. Successful advertising comes from thought, study and work; then more thought, more study, more work. Not a detail of it is easy, not the smallest part of the apparently least important factor in it but has a vital bearing on the whole. No man has yet mastered the science of advertising. Nothing in the commercial world is so important, powerful and far-reaching; nothing affords larger opportunity for thought and study; nay, nothing that so demands, and *must* have, them, if the *most* that it affords is to be secured.

I believe that at least one-half of the hundreds of millions of dollars annually expended in advertising in all the United States is utterly wasted, and this is very largely because of the popular idea that anybody can attend to the advertising of a business. Large corporations will pay fabulous sums for legal advice, and never think of employing any but the very best lawyers, and yet,

when it comes to their advertising, do not dream that it requires any special training or education, and are absolutely ignorant of the fact that a lawyer's education is all to be found in standard law books, while the successful advertising man must study living men and women; and while some general principles may be given him as a guide, his education must come, not from books, but from his personal study of human beings, rich and poor, male and female, learned and ignorant, close at hand and far away. In addition, he must study business enterprises not as a class, but as separate items, each having its own problems, needs and difficulties, from which he is to learn its peculiarities, opportunities, and possibilities, and fit these, in his advertising, to the different phases of human nature in such a way that he will make and keep trade.

(To be continued)

ORGANIZE, SYSTEMATIZE, DEPUTIZE.

"The theory that salesmen are born is a fallacy," C. C. Ferris of the Gilchrist Company, president of the New England Dry Goods Association, told the members of the Pilgrim Publicity Association. "Salesmanship is not a question of birth, but it is a question of courage, nerve, sand, quickness of thought and a thorough knowledge of conditions," said Mr. Ferris.

"Looking over my duties, I find that in my position I am there to organize, systematize and deputize," said Mr. Ferris. "I would rather have a good organization, or, at least, I could get along with a good organization even if I did not have it systematized. But if you have a good organization you must have it deputized."

"I would rather have a fairly good organization throughout than a poor organization with a strong man at the head, for in that case the minute the leader was removed your organization would go to pieces."

"There is nothing so attractive to me as advertising. We have to advertise. We are spending a lot of money in advertising and we shall have to keep on spending more."

"In advertising I believe you cannot stick too close to the truth. I will defy you to point out any man who ever failed in business through telling the truth in advertising."

Mr. Ferris said that he was inclined to the opinion that progress would be made in advertising by eliminating "comparative prices."

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315 Fourth Avenue, New York
335 Palace Bldg., Minneapolis

DEALERS PLAY TITLE ROLE IN ANGLE LAMP REVIVAL.

HOW FARM AND TRADE JOURNAL ADVERTISING, TOGETHER WITH FORCEFUL CIRCULAR AND FORM LETTER TALK, SERVED TO REJUVENATE BUSINESS—SOMETHING ABOUT THE DIFFERENCE BETWEEN "PROTECTED DISTRIBUTOR" AND "EXCLUSIVE AGENT"—A JOBBERLESS AND MAIL-ORDERLESS CAMPAIGN.

By Lynn G. Wright.

The dealer who has the sole right to sell the Angle lamp, made by the Angle Manufacturing Company, of New York, is *not* an "exclusive agent." He is a "protected distributor"! He is so listed upon the company's books and he is so referred to in the company's literature.

That this is a sign of long-headed trade policy rather than of a disposition to call a spade an agricultural implement, will appear from the following story of a business that very nearly came to grief, but is now rapidly rounding into cheerful form under the administration of the principles indicated in the term, "protected distributor."

The story begins a dozen years or so ago, when the Angle lamp came out of Staten Island into the hands of the Angle Manufacturing Company. The lamp was distinctive and seemed competition-proof. With more hope than capital the company entered upon a national magazine campaign. It attempted the perilous feat of selling at once through dealers and by mail.

It made little difference that an order came by mail from territory in which there was a dealer. It was filled just the same. A continuance of this policy through half a dozen years served to bring about the logical result of annoying Angle lamp dealers exceed-

ingly and finally of giving the company an unenviable reputation in the trade generally. Dealers were further alienated when they learned that the company, not content with merely advertising for mail orders in farm journals and the like, had also contracted with a big Chicago mail-order house to furnish it with a special Angle lamp that could be sold at a price much below what the regular dealer must charge in order to break even, to say nothing of making a small profit.

This was the situation in July, 1909, when George J. Donovan entered into the administration of the sales department. Every mail brought letters from the trade fairly reeking with the dislike the former two-edged policy had been earning. The work of rehabilita-



**When Your Dealer
Offers You
THE ANGLE LAMP**

it is the sign of progressive merchandising—a proof of his aim to give the best of service in lighting as in other things. He knows THE ANGLE LAMP is worthy of a guarantee—and he guarantees it! He knows that in using The Angle Lamp you simply trade the cost of

One Quart of Kerosene Oil for 16 Hours of Brilliant Light

He knows The Angle Lamp has "made good" as a lighting method that can be depended upon in all cases—this splendid light in all rooms, downward and upward where needed, that neither smokes nor flickers, is easy to care for, is simple, will not clog and is so safe that

Immense Rates Never Increase Where Angle Lamps Are Used

If you don't know about The Angle Lamp, you have got to read the ONE lighting method that WILL SUCCEED. Examine our literature to see among the thousands of testimonials, and, remembering, The Angle Lamp, makes a guarantee that is not made by any other lamp. It is the only lamp that is so safe and so simple that it will tell you the name of the nearest Angle Exclusive Distributor.

TO DEALERS IN THE WEST

We now give Exclusive Representatives of The Angle Lamp in the following States:
Minnesota (17), St. Dakota (1), Wisconsin (16), Nebraska (12), St. Dakota (1), Iowa (1), Missouri (1), Kansas (1).

ANGLE MANUFACTURING COMPANY, 180-181 West 24th Street, New York City

PLAYING UP TO THE DEALER IN THE NEW ANGLE LAMP CAMPAIGN.

tion was like unto the task of one who has to live down a peculiarly unpopular past.

The changing of the trade from coldness to enthusiasm has not been a matter of six months or a year. It has taken the better part of two years. But the steady pursuit of a new policy of distribution and advertising has raised the number of dealers from a few hundred to three thousand. It has also increased sales, now that Angle lamp exclusive dealers—beg pardon, "protected distributors"—have become aware that they are in fact the very apple of the Angle Lamp Company's eye, and are so regarded in the home office.

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the following firms
and 11, Kansas St.
New York City

W ANGLE

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1909-10 the Angle Company's trav-
eling men buttonholed sardonic
merchants and poured into their
ears the story of the new policy.
"Dealers were to be the *only* dis-
tributors—no mail orders from
the house direct or through a big
mail-order house." The same
story was told in thousands of
letters and circulars dispatched
from the home office.

The argument to secure new
dealers was chiefly like this:

"Mr. Merchant, what have you
in stock which your competitor
down the street has not? Just
about the same run of goods?
Well, wouldn't it be better for
you if you could have the sole
right to sell a popular article to
this community—an article that
can be used in every home and
which has absolutely no competi-
tor? Would it not bring new
trade to you?"

"Here is the Angle lamp, adver-
tised for years and to be adver-
tised in the future. Take it and
develop its sales and you will find
that some people will come to buy
it who otherwise would go to the
other store."

It is on this basis that the lamp
has been presented to prospective
dealers, not merely as a money-
maker in itself, but as a magnet
for trade otherwise unobtainable.
This note runs through all the
circulars and the letters sent by
the Angle Company to dealers.
"The Angle lamp means larger
business, because you will be the
protected dealer and because, be-
ing popular, it cannot be bought
anywhere else in your territory."

Dealers have been secured
through trade-journal advertising,
farm-paper advertising, and
through circularization. The trade
journals are the *Merchant's Trade
Journal*, the *Dry Goods Econo-
mist*, the *Drygoodsman*, the *Twin
City Commercial Bulletin*, the
Southwestern Merchant and a
Northwestern hardware dealers'
journal.

It was one of the surprises of
this campaign that the farm jour-
nal advertising brought replies of
which eight per cent were from
dealers. As will be noted in the
accompanying reproduction of a

"The *Standard Paper for Business Sta-
tionery*"—"Look for the Watermark"

Well Begun

An old firm, a friend of ours,
sends us a letter from a new
firm just starting into business,
which contains this line: "You
see by this letter that we have
started our business career with
the best of everything, including

OLD HAMPSHIRE BOND

Our advertising saved this firm from
having to "buy experience" with poor
paper. These people wanted all their
furniture and equipment to be the best
and they wisely chose their stationery
so that every letter they sent out would
be an advertisement for their house.

Let us send you the Old
Hampshire Bond Book of
Specimens. It contains sug-
gestive specimens of letter-
heads and other business forms,
printed, lithographed and en-
graved on the white and four-
teen colors of Old Hampshire
Bond.



Write for it on your present
letterhead. Address.

Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the
world making bond paper ex-
clusively.

Made "A Little Better than Seems Nec-
essary"—"Look for the Watermark"

farm journal advertisement, the dealer's indorsement of the lamp is played up strongly. In fact, the ad is as much dealer as it is Angle lamp.

In the old days the Angle lamp advertising had been a description of the mechanical merits—why it couldn't explode, why its light was soft and why it was easy to operate. Mr. Donovan abandoned this technical copy and, instead, adopted the present style, which enlarges upon the service to the user the lamp can render and upon the meaning of the guarantee behind it, given as it is by "your own merchant, whose word and indorsement you respect."

As was intended, the effect of this is not lost upon the dealer. Assured that he will be protected as sole distributor in his territory, he readily consents to being made to play the title rôle in the advertising.

"Inasmuch as the situation was just as it was, we needed the full co-operation of the merchant," said Mr. Donovan. "We wanted his knowledge of credits, his knowledge of the wants of his community. Most of all, we wanted his indorsement of our goods. We rate at its fullest value the influence of a dealer's recommendation with his customers."

"Make a dealer fully protected, arouse his enthusiasm, and you have a force working for you that is powerful in getting results. This is particularly true in the Middle West, where most of our dealers are. The merchant there is esteemed as an individual. His judgment is respected. Let him take a particular brand of goods under his special care, and you need not worry about sales, if you back him up with the right kind of advertising."

Mr. Donovan has definite ideas of what is the right kind of advertising for the Angle lamp, as sold through protected dealers. Formerly such matts as were furnished the dealer were duplicates of the magazine advertising, except for a small space at the bottom for the local dealer's name.

These old matts went to the rubbish pile and were replaced by a series of advertisements written especially for the dealer. These are sent out on one large sheet with a big black line of type across the top as follows: "Here is the 'trade builder' series of ads, *built for you.*" Mr. Donovan says this means much more to the dealer than a phrase like this: "These ads, if you will run them, will sell more Angle lamps." The difference between the two is the difference between a policy that appeals to the larger interests of the merchant and one that appeals merely to his interest in one line. In all this campaign the idea that the Angle lamp is a "trade builder" for all goods in the store is kept ever before the dealer.

In this newspaper advertising, which is run by the dealer in his regular space in his local daily or weekly, he is made to father the lamp's merits and to stand sponsor for the lamp's service. In a little line at the bottom of each ad he is made to say: "Our guarantee is back of every sale."

Early in the work of rejuvenation it was found necessary to drop the jobber absolutely. Mr. Donovan has scant respect for the ability of a jobbing house to create trade. In a special circular to merchants with whom he may be negotiating he turns this policy to account with the dealer in a shrewd manner. The circular is entitled, "The Angle"—from the *dealer's* angle, not the *jobber's*. "We're working for the dealer," heralds this circular. "No tax on the merchant for the jobber. When we announced our plans to sell to one dealer in each locality at the jobber's discount, the jobbers looked puzzled. The jobber does not handle Angle lamps because he *can't*."

The company has each dealer's territory plotted out upon a large map. Every order that comes from within this area is turned over to the protected distributor. Suave treatment and persuasive talk about profits from Angle lamps and from new business for the whole store is relied upon to start a new dealer merrily on his

THESE MEN KNOW

Please note what they say regarding

THE BREEDER'S GAZETTE, CHICAGO

"There is no paper better suited to the general farmer than THE BREEDER'S GAZETTE."

CHARLES DOWNING
*Secretary, Indiana
State Board of
Agriculture.*

"I know of no publication that goes farther in helping the farmer than THE BREEDER'S GAZETTE."

JOHN M. TRUE,
*Secretary, Wisconsin
Board of Agriculture.*

"One of the broadest and most useful farm papers in the world today is THE BREEDER'S GAZETTE."

A. L. SPONSER,
*Secretary, Kansas
State Fair Ass'n.*

"I consider THE BREEDER'S GAZETTE one of the very best farm journals published on the topics relating to the farm management in its broad sense."

J. C. SIMPSON,
*Sec'y, Iowa State
Board of Agriculture.*

The Gazette is published every Wednesday. 48 to 72 pages. Average circulation for 1910, 87,011. Average for eleven weeks, ended March 15, 1911, 90,606.

Please ask us for a recent issue for inspection.

Address

The Breeder's Gazette

358 Dearborn Street, Chicago, Ill.

Geo. W. Herbert
First National Bank Bldg.
Chicago, Ill.



Wallace C. Richardson, Inc.
41 Park Row
New York, N. Y.

Member of Standard Farm Paper Association

way. But among so great a number as three thousand, a few now and then sometimes become somewhat inactive. A falling off of sales in any locality is quickly recorded at headquarters. Is the dealer threatened with the loss of his position as sole distributor of the Angle lamp? Nothing so crude as this. The letter itself, as a reflection of the whole policy of the campaign, as well as for its shrewd manner of waking up a slothful merchant, is worth quoting:

We find lots of manufacturers "howling" about the bad condition of business, and yet during the past fifteen months we have had no cause for complaint.

The reason:—We eliminated the jobber and became associated with some three thousand dealers in the shape of "Protected Distributors" for the Angle Lamp on the jobbing basis.

Business has been good with us except in some few spots and your territory being one of the "spots" which have not favored us with any orders for some time we are wondering if your dealings have been marred by any defect in our service or some little difference which has remained unadjusted to your satisfaction. If so, please advise the writer direct as we are anxious that every complaint should receive his personal attention.

Write us what you have to contend with. It is possible we may be able to suggest for you, as we have in other cases, something which will prove of help in demonstrating to the people of your community the service of your store.

Have you used the new electros designed to preach the "Protected Distributor" and the service of his store?

Hot upon the heels of this letter follows another that explains why the Angle Manufacturing Company decided to make the electrotyped ads it furnishes "90 per cent dealer and 10 per cent Angle," instead of as in the old days, 90 per cent Angle and 10 per cent dealer. With a total elimination of egotism, the letter then goes on to say that "we are merely manufacturers for you." Angle advertising is, therefore, mostly dealer advertising and the copy furnished may be used to marked advantage in developing every branch of the dealer's business.

"We are sincerely in earnest in putting the Angle lamp forward as a trade builder generally," remarked Mr. Donovan. "We believe the merchant will appreciate such service as we can render

him and that Angle lamp sales will benefit. We supply dealers with arguments against patronage of mail-order houses. We advise them with regard to their merchandising problems generally. We show them that it is merchandising talk that wins. We point out to the dealer that the Angle lamp actually builds new trade for his store and to prove it we have him send us a list of his *competitor's customers*, whom we circularize with Angle lamp folders from the home office. A competitor's customer who reads our literature, must, if he desires the lamp, go to the store of our protected distributor. It is this kind of trade building that wins the liking and co-operation of a dealer."

The company has, as might be expected, had stirring tilts with jobbers and unauthorized dealers who wished to handle the goods. One jobbing house persuaded a protected dealer in Pennsylvania to sell it a number of lamps, after being flatly turned down by the company. Mr. Donovan's intelligence system soon put him in possession of the fact that some of his goods were being sold by an unauthorized dealer. He bought one of the lamps, and, after ascertaining its number, identified the protected dealer who was the culprit. This dealer was dropped. He protested vigorously and even threatened to apply to the Interstate Commerce Commission, but was shamed into silence by a letter from New York, asking him whether or not he would have protested had the company violated its agreement with him as he had with the company. "Could the company afford to develop business at considerable expense for a dealer, if that dealer was at liberty to be faithless at any time?"

The farm-journal advertising will be considerably extended next year, it having produced excellent results so far. The papers that have been used are: *Breeder's Gazette*, *Dakota Farmer*, *Farm Sense*, *Wallaces' Farmer*, *Nebraska Farmer*, *St. Paul Farmer*, *Wisconsin Agriculturist* and

the *Weekly Oklahoman*. Mr. Donovan said that the consumer interest alone would have made this advertising profitable, and that the dealers whom he booked through it were just so much extra profit.

ADVERTISING IN STATE UNIVERSITY.

The course in advertising recently established by the University of Kansas is one of the first if not actually the first in a state university. It is under the direction of L. N. Flint, assistant professor of journalism. The course runs through twenty weeks and consists of lectures on the principles generally accepted as underlying successful advertising; the psychology involved in a selling transaction; the methods of planning an advertising campaign; the knowledge of materials, such as type, border and illustrations, that are available for the ad-writer; and the methods of laying out and writing advertisements, some of which are published.

Successful men in the advertising field are brought before the class as lecturers.

There are fourteen members in the class, one of them being a woman. Students are advised to read *PRINTERS' INK* and other publications.

DOES IT PAY TO REPEAT COPY OFTEN?

LYNN, MASS., Mar. 9, 1911.

Editor of *PRINTERS' INK*:

When I pick up my *SWN* 365 days in the year and see the ad shown here-with in a large number of the issues, I marvel who is right?

"Just Say"
HORLICK'S

It Means
Original and Genuine
MALTED MILK

The Food-drink for All Ages.
More Healthful Than Tea or Coffee.
Agrees with the weakest digestion.
Delicious, invigorating and nutritious.
Rich milk, malted grain, powder form.
A quick lunch prepared in a minute.
Take no substitute. Ask for HORLICK'S
Others are imitations.

Those who contend that frequently-changed copy is best or those who favor reiteration? As an advertising agent and publisher I believe there is too much changing of copy. Douglas is a big advertiser who believes in reiteration. Changing copy many times interferes with familiarizing the consumer, the great card in the advertising business. Trade-marks and face cuts are reiterated—why not type matter? Let us hear about this from others more wise than yours truly.

EDWIN W. INGALLS.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

UTILITY AUTO ADVERTISING AND THE FARMER.

FAILURE OF WALL STREET ACCUSATIONS OF EXTRAVAGANCE, UPON INVESTIGATION — BIG MARKET AMONG THE INDEPENDENT WELL-TO-DO FARMERS—THE STRENGTH OF THE FARM PAPER—FROM ADDRESS BEFORE SPHINX CLUB, NEW YORK, MARCH 14.

By Montgomery Hallorvell,
Advertising Manager, United States Motor Company, New York.

Toward the close of the 1910 selling season a concerted attack seemed to occur upon the "extravagance" said to be represented by automobiles. It was distinctly up to automobile advertisers to prove the economic worth of their product—the utility versus mere "pleasure and expense."

Benjamin Briscoe, president of the United States Motor Company, investigated conditions thoroughly among 24,000 bankers and found that only one-half of one per cent of auto owners mortgaged property to buy cars—most of them, merchants, physicians and farmers who had distinct practical use for an auto.

It was also found that nearly seventy per cent of the cars owned to-day are used entirely or in part for business purposes—that in reality seventy per cent may be called "utility" cars. The result of this canvass proved the utter fallacy of the so-called extravagance charges.

We then conducted an official test of the cost of operation of a horse and buggy and a Maxwell car. The test covered a specified period of time and was held under the supervision of the American Automobile Association. The results showed that the motor car was far more economical per mile than the horse and buggy.

Basing our advertising copy upon the result of this test, we took pages in the best farm papers throughout the country and told our story. With intensified advertising, we went to the farmer who believes in intensified

farming. The result was away beyond our expectations. We secured more business than ever before and incidentally we made a conclusive demonstration of the pulling power of the farm journal.

The automobile has done more for the farmer than any other invention save the railroad. The uses to which a farmer can put his car are too well known to take up time in enumerating all of them. Briefly, the car is almost as important to the farmer as his land. It has increased the value of his property. It has brought his land nearer to the city. It has increased the hours of his working day. It has brought markets closer to him. It has lessened the cost of transporting his products, and it has added to the pleasures of his family and increased the attractiveness of his farm home. If you could read some of the letters we receive from users of our cars, from the farmers who use their automobiles the year round, you would marvel why 500,000 cars are not sold each year rather than 160,000 cars.

Nearly a million horse-drawn vehicles are sold each year in the United States and the time will come when the motor car will be substituted for practically every horse-drawn vehicle.

The farmer has really been the first to recognize economic transportation. He is helping to solve the transportation problem and is taking part in the industrial change which will spread all over the land and may mean the first real competition for the railroad.

The farmer was the real American pioneer. He has undergone hardships that have made possible our great progress. As a result, many forms of amusement have been denied to him. Many forms of entertainment open to his city brother have been inaccessible to the man in the country. The motor car has changed all this and has done much for his home and his family.

But after all, the farmer is a hard-headed and shrewd business man. He buys a car because of

its utility value. He buys the automobile because it makes money for him. He buys the motor car because he is progressive. He buys the automobile because he believes in good roads and quick transportation. He accepted the telephone, he adopted the latest improved farm machinery and he indorses and buys the utility car.

It is not for the stock broker and the promoter to tell the American farmer how he shall spend his money. He makes that money by feeding that same stock broker and that same promoter.

The American farmer does not read his prosperity from the ticker. He draws his inspiration from the click of his farm machinery. The farmer knows the value of both sides of his dollar because he makes it himself. makes it out of the soil and makes it solely through his own efforts.

The farmer comes nearer to being born to commercial independence than any other class in our country, and history shows that he would be the last to surrender his independence.

If some wealthy philanthropist would create a fund, the income of which would go to pay the expense of special trains to be run from New York across the continent and back again each year, the trains to be placed at the disposal of those men who believe the United States bounded by Manhattan island, it would be of the greatest educational value. Some persons would awaken to a realization where the real strength and real wealth of this country may be found.

One of our companies was among the first to recognize the value of farm mediums. The wise judgment of the company is shown when I tell you that forty per cent of its cars are owned and operated by the American farmer.

The farm journals of high grade—those that have virile policy; those that teach the farmer how to get greater returns from his lands have been a gold mine for us. They are among our best salesmen. They are still in our employ. They are on our pay-



The San Antonio Express and The El Paso Herald

two of Texas' most progressive newspapers and pronounced leaders in their respective fields, have honored us by selecting us as their general advertising representatives.

They are "Known Circulation Newspapers" in every sense of the term.

In their behalf, we are at your service, any time, anywhere.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
B'dg., Chicago; Chemical
Bldg., St. Louis.

roll, and they are a mighty well-behaved body of salesmen.

The daily newspapers are among our best salesmen, but the farm journal salesmen run the daily newspaper salesmen a very close race.

The quality of farm journal circulation appeals to us more than the volume of circulation. The well-built, carefully edited and attractive paper receives our consideration before the cheap-appearing hodge-podge journal. We endeavor to find out the character of advertising a paper carries. We wouldn't want our cars displayed in a salesroom with worthless patent medicines or fake inventions. Neither will we advertise our cars in publications alongside advertising put out by sellers of such undesirable products.

Agricultural papers have more room to grow and develop than any other form of publication. A few years ago, they were successful in spite of the fact that many were a disgrace to their owners. I am thankful to say that a change is taking place. They realize the field before them and just in proportion to their progress, will come the support of the responsible advertiser.

The utility car is necessary to the farmer and the farm paper is necessary to the builder of the utility car. The greater the strength of the farm paper, the greater the sales of the utility car.

“DEMORALIZING” COLLEGE ADS!

Two delicate problems in newspaper ethics are worrying the board of managers of the *Daily Northwestern*, official organ of the students of Northwestern University at Evanston, Ill., a leading Methodist institution. “Is the printing of a cigarette advertisement in the *Daily Northwestern* demoralizing to the men of the university? Is the printing of a picture of a man's bare leg encased in a patent garter equally demoralizing to the girl students?”

“Yes,” is the emphatic answer to the last question given by 200 signers of a petition recently circulated.

Only seventy-five advocated the removal of the advertisement of the cigarette company. The loss of the cigarette advertisement meant \$150 to the *Daily Northwestern*. Business Manager Haviland said the paper could not be printed without the \$150!

A SLAP FOR THE “DRUG DOCTORS.”

THE OXYGENATOR CO.
BUFFALO, N. Y., Mar. 18, 1911.

Editor of PRINTERS' INK:

Bert M. Moses' article in yours for March 16 is simply great. It is extremely pertinent and right up to the last stroke of the clock.

The day of the fake medicine advertiser is done. There never was a patent medicine as bad as the modern drug doctor because these medicines are advertised. This gives them a great incentive to try and possess at least some merit. If they did not, they could not secure cumulative effect.

Many bolstered up their myths with alcohol, opiates or other stimulants and nerve stupefiers. These halcyon days have now passed into the discard and to-day if a drug-medicine has a peg to stand on, it should have its show.

The modern drug doctor does not advertise openly. He does not believe in advertising—when he has to pay for it.

The truth of the matter simply is that the drug doctor dare not advertise. The spotlight of publicity and the probe of the analyst would kill his business just as dead as his poisons kill some of his patients.

The drug doctor of to-day is merely a distributor for the pharmaceutical houses.

Many magazines who refuse drug and medicine ads give the worst filth of all a great send-off in their regular pages, when they permit articles praising vaccine virus—antitoxin and similar frauds.

So absolutely childish are many mediums on this question that they have even referred various medical and therapeutic ads placed with them to drug doctors to pass on.

Do you wonder everything not bearing that wonderful voodoo stamp “ethical” has been banged out of the magazines?

There are signs, however, that the magazines and the press are awakening. Dr. Norman Barnesby's book, “Medical Chaos and Crime” scraped off some of the moss and barnacles. PRINTERS' INK is up to date anyway.

With best wishes,

CLARENCE E. EDSON,
Secy. and Adv. Mgr.

ADVERTISING WINS AGAINST ODDS.

At the regular weekly luncheon of the Minneapolis Publicity Club, held March 10, J. M. Anderson, vice-president and manager of the Minneapolis Bedding Company, in his remarks said:

“Advertising in agricultural publications, backed up by enthusiastic and intelligent co-operation of our sales department, made it possible for two of our salesmen to increase their business nearly fifty per cent and that in a year and in a territory in which a lack of moisture had produced a crop failure.”

*Corn Products Refining Company,**26 Broadway,**New York,*

March 21st, 1911.

Mr. E. H. B. Watson,
 The People's Home Journal,
 New York, N. Y.

My dear Watson:--

Congratulations! Have just heard of your move, you surely have grasped a real opportunity in tying up with The People's Home Journal. Your new publication is a live proposition. You don't need to solicit our business for "I saw it first."

Advertisers generally are awakening to the wonderful opportunities in the so-called "small town field". According to our recent census 65% of the country's population (therefore 65% of the possible consumers of food products such as ours) is in the small towns - also 78% of our dealers.

Am sure you will be interested to hear of my recent analysis of the character of the 900,000 circulation which you guarantee. Your representative brought into my office the subscription list of your magazine in my home town - a berg of about 3000 people in northern New York. There were 126 names on the list representing the homes of 126 families nearly all of whom I know. They are just the kinds of homes we want to go into with our products. The "man

Mr. E. H. B. Watson---- #2

of the house" is a good provider, while the "women folks" in most instances do their own cooking and in every instance look after their own marketing - that's the type of women we are most interested in.

I shall watch with considerable interest the results of our advertising campaign in The People's Home Journal and other publications in the small town field.

Wishing you all kinds of success, I remain
as ever,

Very sincerely.

Edw. M. Baker

THE RAPE OF THE STATUE.

WALTER H. VERNON-EPSTIEN.

March 10, 1911.

Editor of PRINTERS' INK:

As a constant reader of the "Advertising Schoolmaster," I have developed a rather critical vein as to advertising in general. It is unfortunate that the ethics of the legal profession discourage "the oil of the machinery of business."

Speaking of advertising, I am confronted by the recent "Knickerbocker Beer" ads, in the current newspapers, particularly the one before me headed "Liberty and Health," showing Father Knickerbocker, staid old gentleman, offering a glass of beer to the modest Statue of Liberty, who, apparently, accepts the same with no mean signs of joy.

It seems rather hard to imagine, that the handicraft of the "ad" man, or his acknowledged genius, is responsible for this stupid advertisement. It stands out forcibly as an example of modern clay feet in advertising. Is it possible that the brewers sanction it?

The application of Miss Liberty to beer, strikes me as an insult to the average intelligence. The simile is crude, contemptuous and revolting. An abuse of the same principles of advertising.

Then mark you, the incongruous similitude between "Liberty and Health": "As Liberty represents a monumental expression of the love and friendship of our greatest sister Republic," so "Father Knickerbocker represents health, honesty and cleanliness—hence the good healthful beer that bears his name."

Bravo! Encore! American genius, h'gosh. Now who would have thought it? What a pity that a presumably good product could not be advertised upon its own merits. I am sure that the "copy man" could have used strong, forceful and sober arguments that would appeal to the average right-thinking man. A little common-sense or whatever else you choose to call it.

Please do not construe this criticism as an impersonal one, but rather as an observation of a layman of your field, presented in a spirit of general good.

W. H. VERNON-EPSTIEN.

DR. LEDERLE NOT NOW WITH
LEDERLE LABORATORIES.

CITY OF NEW YORK,
DEPARTMENT OF HEALTH,
OFFICE OF COMMISSIONER OF HEALTH.

Editor of PRINTERS' INK:

My attention has just been called to a clipping from your magazine of March 9, 1911, page 8, in which the statement is made, in speaking of the Lederle Laboratories that "Dr. Lederle, its head, is the head of the Board of Health." I beg to inform you that this is an error and should read "former head." I am not now directly or indirectly connected with these laboratories. I trust that you will make this correction.

ERNEST J. LEDERLE, PH.D.,
Commissioner.



Buyers who read are the only buyers worth while. No publication is more thoroughly read per thousand circulation than McClure's. There are three reasons:

- 1 McClure's has always been McClure's—not one thing today, another tomorrow. The public knows exactly what it is getting when it buys McClure's—and it buys because it wants it to read.
- 2 It makes an appeal sufficiently high to reach an extremely intelligent class—a class which thinks and reads. This class doesn't look over magazines; it reads them. It is the reading class of the country.
- 3 It is published in a shape which induces reading—the readers' shape—the shape associated with good reading.

Buyers who read provide a circulation which is responsive.

McClure's

GETTING THE FARMER'S TRADE.

CHANGED CONDITIONS ON THE FARM
—UNDEVELOPED AGRICULTURAL RE-
SOURCES—SOME FARM ADVERTIS-
ING EXPERIENCES—A CRITICISM
OF FARM PAPERS—DAY COMING
WHEN FARMERS WILL ADVERTISE.

By Frank B. White,

Agricultural Department, N. W. Ayer
& Son.

Something as to the changes that have been made in agricultural values may be realized from a recent press report which deals with things phenomenal. "This section is much more prosperous," declared the Western farmer. "Twenty years ago the ingredients of a cyclone consisted of rag carpets, tin pans and dog houses." "And now?" "Now the cyclones are fairly crowded with grand pianos, Persian rugs and automobiles."

Mr. W. C. Brown, president of the New York Central railroad, usually talks to the point. He says, "I am in favor of an adequate navy, but I wish that the money expended in building just one battleship each year could be devoted to the work of improving intelligent agriculture. What one battleship costs would establish two splendid agricultural-improvement or demonstration farms in every state in the Union, and I will guarantee if this is done, and the work intelligently and energetically carried on, that as a result of it the value of the increased product of the nation's farms will, within ten years, buy and pay for every battleship in every navy that floats on salt water to-day." He further says, "Unless we can increase the product of the farms of this country, the most serious danger which we have to fear is from within and not from without, a danger against which battleships would be of little use."

Years ago the David Bradley Manufacturing Company were regular advertisers, one of the first implement accounts I took as an agent, using liberal space in the leading agricultural papers.

A new king arose that knew not Joseph and advertising ceased. While they were growing they advertised—when they quit advertising they quit growing and grew less and less until Sears, Roebuck & Co. bought the business according to law.

A wagon manufacturer gave me a goodly order for advertising. It was successful. The second year he did likewise. The demand created attracted the attention of the jobbers. The third year the advertiser said, "I have jobbed out the main portion of the country. I need do but little advertising now." I learned that the jobber's name was taking the place of his own and two years later he told me that my prediction was coming true—jobbers were buying elsewhere, the trade was gone so far as his particular wagon was concerned. His advertising that had been done so successfully had been largely forgotten and he must start again and try to regain lost ground. He found it much harder to meet the strong competition that the jobber had created and as a consequence the manufacturer lost out. He had to take up other lines. It was profitable but he made a mistake. How to do it and how not to do it! See?

Out in a Western state I went one morning into a tumbled-down store and in the rear of this dilapidated structure I found a man at work at the bench making incubators. He had it in him—didn't have money; had but little experience. He was carefully nursed into an advertiser and is now paying the publishers of the country \$50,000 a year and is likely to keep it up for years to come. He talks in a very personal way about incubators, writes confiding letters and seems to bring the business in a larger volume each year.

I was invited to call on a man near Chicago some fifteen years ago. He was in trouble and needed help and advice. I happened to have a stock of the latter so gave him a good supply of advice, which is the advertising man's asset. Ten years later

this man said, in speaking of his success before a large gathering, that he was worth \$100,000 because he was told how to reach the farmer. His advertising means about \$25,000 a year to the publishers of this country at the present time.

A manufacturer had reached his limit, borrowed as much as he could, had material and stock on hand, fairly good factory, made good articles. We started him in a small way. He had but little to spend and less faith in advertising. Before the end of the first year the firm was out of debt and ever since the agricultural papers have been receiving a liberal yearly appropriation. He was shown how successfully to reach the farmers.

Yes, the farmer buys things advertised.

I do not agree with the prevailing sentiment that is intended to frighten people into a belief that this great agricultural nation of ours will not be able to feed its people fifty years hence. This leads me to refer to Kansas again. Secretary Coburn says that nineteen million acres of Kansas land is now under cultivation. That is a little more than one-third of the state's total acreage. At least nineteen million more could be used. How much of the farming land possible of cultivation in the Eastern states is actually under the plow? Millions of acres in our Southern states are waiting development. We have not begun to touch the agricultural possibilities of this great nation of ours. The farmer will be a desirable customer for years to come.

The farmer wants truthful, helpful, instructive advertising. Warm up to him. Show in your method of approach that you are in sympathy with him and that you appreciate his importance. Do not freeze him. We have no more right to freeze the farmer than the ancients had to burn their enemies.

Have visions of his needs, of his prospects. To have a right vision we must know him. You

(Continued on page 38)

Common Ground

The Woman's
Home
Companion
is the
common ground
upon which
buyer and
seller meet.
It is the platform
upon which
they stand.

Wallaces' Farmer

Iowa's Standard Farm Paper, Carried 49,122
More Agate Lines of Advertising in Jan-
uary and February Than the

Saturday Evening Post

Wouldn't have believed it, would you? Here are the figures:

WALLACES' FARMER

January—Agate Lines Carried.....	77,868
February— " " "	101,780

Total.....	179,648
------------	---------

SATURDAY EVENING POST

January—Agate Lines Carried.....	58,166
February— " " "	72,360

Total.....	130,526
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WALLACES' FARMER <i>excess</i>	49,122
over Saturday Evening Post,	Agate Lines

Neither paper issued special numbers of any kind, and both papers published the same number of issues during January and February.

In **each** of the eight issues in question, Wallaces' Farmer carried **more** advertising than the Saturday Evening Post, and every line of this business was of such a character that it would be gladly accepted by **any** magazine.

It is of particular interest to note that WALLACES' FARMER carried a great deal of the same advertising as carried by the Saturday Evening Post,—for example, Uneeda Biscuit, Colgate & Co., National Cloak & Suit Co., Northwestern Compo-Board Co., South Bend Watches, Western Clock Co., Big Ben Alarm Clock, Keystone Watch Case Mfg. Co., Eastman Kodaks, Leader Water Systems, Kewanee Water Systems, Kellogg's Toasted Corn Flakes, Angle Lamps, Goodyear, Diamond, Fisk, Goodrich and Motz Automobile Tires; Rambler, Abbott-Detroit, Hupmobile,

Oakland, Jackson, and other automobile advertising, all of which shows conclusively that general advertisers are fast coming to appreciate the great importance the farmer and his family are playing in the commercial world. They realize, and rightly so, that the farmer needs practically everything that his city brother needs, and, on the average, he is a much better buyer and has more money to spend. This is particularly true of the Iowa farmer, as his per capita wealth is more than 50% greater than the average for the United States. Then, too, the Iowa farmer is a close reader of farm papers for the simple reason that he is a successful farmer and realizes their worth to him. There is the least per cent of illiteracy in Iowa of any state in the Union.

No manufacturer having a product for which there is a real genuine need can appeal to a better audience than the Iowa farmer and his family. Don't take our word for it. Investigate and you will be convinced. Send for a copy of WALLACES' FARMER and read it—not merely glance over it, mind you—and you will get a good idea of what the Iowa farmer is thinking about, and of that which will appeal to him. Study the editorial columns; look over the advertising columns. They will thoroughly interest you if you are looking for *real worth* in advertising mediums—*real value* in farm paper advertising. You cannot afford to overlook farm papers in your advertising campaign. But, you want to see that you get farm papers that are published *for the subscriber*. They are the papers that will be of real help to you.

We will be glad to send you a copy of WALLACES' FARMER and to talk to you about farm paper advertising. Write us.

Wallaces' Farmer, Des Moines, Iowa

George W. Herbert,
Western Representative,
601-602 1st Nat'l Bank Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
41 Park Row,
New York City.

Members Standard Farm Paper Association

win him by dealing with him in an honest, intelligent way. The time to reach him is when he wants to buy. Agricultural advertising is more or less seasonal advertising, such as seeds, nursery stock, fertilizers and implements. Big space may attract him, and for certain purposes and under certain conditions big space is wise. Wm. Galloway recently wrote me as follows:

I certainly am a believer in big advertising. In other words, I believe in advertising just in the volume that you expect to do the volume of business. If a man wants to sow ten acres of oats he takes enough seed for ten acres, and he will reap ten acres' worth. If he puts in a hundred-acre field he takes ten times as much seed and he will also reap ten times as much. It's exactly the same way in the advertising line. You only get in proportion to what you spend. At least that has been our experience. Of course, you must have a factory capacity to back you up and you must have a proposition that will stand big advertising if you use big space.

Wm. Galloway, you will observe, is a big space advocate and a mail-order advertiser. But it is the steady pull and the long pull that brings the business up to a permanent success. Present your proposition in a businesslike manner persistently and forcibly during the proper season for an agricultural advertiser. Making frequent changes in argument in copy, always maintaining a familiar style, "ear mark" or trademark similarity, so as not to lose the cumulative effect for a general advertiser.

Here is another large advertiser, the Sharples Separator Company, that has a man at the helm that entertains views quite different from Mr. Galloway, and his, you will observe, is intended mostly for publishers of agricultural papers. Mr. A. W. Rockwell, the manager, says:

I am forced to say that my views in regard to the best way of reaching the farmers have changed materially during recent years. I was for a long time a firm believer in the efficiency of the agricultural press. That was before the publishers of agricultural papers devoted so much time and energy to filling their columns with advertising matter and so little comparatively to reading matter of interest and actual value to their subscribers. I believe the publishers have been a little too zealous in their devotion to the com-

mercial side of the proposition and too indifferent as to the educational side of it. The large number of advertisements which fill the columns of some of the leading agricultural papers together with the full-page and double-page advertisements of mail-order houses have made the advertising columns of the average agricultural paper a very doubtful means of reaching the farmers so far as the manufacturer who markets his product through the retail dealers is concerned.

The legitimate manufacturer will not, as a matter of principle, make the extravagant claims which are the chief feature of mail-order house advertising; indeed, if it were not a matter of principle he could not afford to do it for the reason that he must next year stand back of the goods sold by him this year, whereas the mail-order house may each year shift to some new line of goods and avoid any effort to back up the extravagant claims made for a line sold the year before. Newspaper and magazine advertising constitute the entire selling force of the mail-order house; therefore, its entire selling expense may be put into advertising. The legitimate manufacturer must maintain a large selling organization consisting of men who are well posted in his line and capable of backing up the dealer and protecting the goods after they are sold; therefore, his selling expense must be divided between advertising and salesmen. The very nature of his business is such that he cannot dispense with the salesmen; therefore he will very naturally consider the advisability of dispensing with that expense item which seems to bring him no returns. When he concludes that the extravagant claims made by the mail-order houses in their full-page advertisements have destroyed the value of his more conservative advertisements it is not difficult to surmise what he will do. The publisher, of course, accepts gladly all of the full-page or double-page advertising he can get because of the immediate pecuniary gain, but I think the reaction is sure to surprise and disappoint him. The publisher's reply to this is that the manufacturer should equal or exceed the advertising of the mail-order house and then augment it with his force of salesmen in the field. That is very fine from the publisher's standpoint, but entirely impracticable. When a manufacturer has but \$5.00 to spend in selling an article he can consistently spend \$2.50 for advertising and \$2.50 for salesmanship, but he cannot spend \$5.00 on each, which is about what the publisher recommends.

I have given this matter much serious thought and I have recently discussed it with a number of advertisers who no longer look upon the agricultural press with the same feeling of satisfaction which once existed. A spirit of unrest is abroad and I believe the publishers themselves are the ones who in the end will suffer. The business of ten legitimate manufacturers, who perhaps carry an average of a quarter-page advertisement throughout the year, is worth more to a publisher than the business of a mail-order house which contracts four times as

much space as any one legitimate manufacturer for the same length of time, and proportionately more as a mail-order house reduces its number of insertions.

Permit me to say in conclusion that in my opinion the publishers themselves are fast forcing upon the minds of legitimate manufacturers the conclusion that the most certain and profitable way of reaching the farmer is by increasing their own mailing lists; by personal appeal to him through correspondence supplemented by descriptive catalogues and circulars and by demonstrations conducted by their own salesmen at the business headquarters of their various customers. I know that a great many manufacturers agree with me in this, and I believe that before long the publishers of a large number of agricultural papers will become painfully aware of the fact that something has happened.

Mr. Rockwell has well expressed his views and to much of his letter we agree, but I cannot agree that the power of influence of the agricultural press is being lessened to the extent that Mr. Rockwell states. A mailing list of farmers is very valuable to any manufacturer if properly cared for. There is nothing like good agricultural-newspaper advertising to keep such a list healthy and valuable. It is like the fertilizer we put upon the soil.

Now you must make your advertising attractive to the farmer. His tastes are not different from ours. He sees at once whether the advertiser understands the true condition of things with him. He expects illustrations of things, true to life as he knows they should be, and the advertiser cannot offend him more than to caricature either the farmer or the farmer's product. If he is a fancier of a certain breed of cattle, he dislikes to see his fine Jersey made "just cow." You cannot blame him. Many an advertiser has failed of results because he failed to observe or comprehend the farmer's views or needs. The advertiser's literature should be plain in statement, thoroughly descriptive and well illustrated. Much of the information contained in the advertisers' literature at the present day is valued by the farmer.

A letter from M. R. D. Owings brings out that feature. Mr. Owings is advertising manager of

the International Harvester Company. He says:

In our opinion, the most effective advertising is the personal letter going direct to the farmer. We have a system in operation that reaches several million farmers at different times during the season with our advertising matter, all of which we attempt to make instructive so that it will be appreciated by the farmer. Several pamphlets, such as our "I H C Farmer's Almanac and Encyclopedia," mailed out to several million people at our own expense, aims to give them something of special value in such form as to require a constant reference thereto, the advertising being only incidental instead of prominently displayed throughout the book. In our opinion, a farmer receiving a book of this kind appreciates its value to him.

Here are a few things that appeal to the man that wants to reach the farmer through advertising in agricultural publications:

1. He must consider the medium that the farmer likes best.
2. He must consider the circulation of the paper, where it goes, what is its quality.
3. What is the real cash value of the paper, its subscription list and how the subscriptions were secured.
4. He must know that certain good mediums are good for certain lines of advertising, not so good for others, and choose to best fit his case.

An advertiser, who was interested in wearing apparel, had made an appropriation of several thousand dollars to be used in agricultural papers. He had selected a list that was said to be very common mediums or unfit for his line. His need called for high-class mediums. His try-out will doubtless prove a failure. In this connection it should be borne in mind that the farmer and the farmer's wife attend to the purchases for the home and the home needs, differing from conditions in the city in many respects. Both must be considered in selecting the medium.

Some of our advertisers have a good deal to say about "factory to family" plan, but the time is coming, and it is not far distant, when it will be "farm to family" also. The farmer of the future is going to be an advertiser. A real agricultural advertiser. He is going to advertise his products in the city papers and magazines. He may charge a little extra to consumers for the extra service of properly packing, but there are

thousands willing to pay it, if they can avoid the filth and unsanitary conditions, the possible contamination of disease of city markets and cold-storage plants.

Jones the Sausage Man has proven that it can be done. There are apple orchards being grown for a "farm to family" advertising campaign. Poultry, dairy and vegetable farming is in line also.

What the agricultural press needs is a larger number of good strong papers with extensive circulations, high principles and aims, and cutting away a whole lot of the parasites for which there is no good reason why they should exist. Many of these have grossly inflated circulations or are absolute frauds so far as circulation is concerned. As you may know, out of the 458 papers devoted to agriculture in its various branches there are probably not more than thirty or forty that do not cut their rates and whose circulation statements can be depended upon. I do not know that this proportion is any less than in other lines of the publishing industry.

One of the biggest and most successful advertisers in Des Moines made the statement the other day that he was very grateful to the advertising club for causing him to *think* about his advertising.

I can't believe that a man is really thinking when he spends ninety-five per cent of his appropriation to advertise flour in mediums that reach city people who buy the greater portion of their bread and only five per cent of his appropriation in mediums that reach the farmer whose wives almost invariably bake their bread.

I can't understand how a man can be accused of thinking when he spends practically all of his appropriation to advertise oatmeal in mediums that reach city people who eat oatmeal in sauce dishes with blue milk over it and nothing to reach the people on the farm who eat oatmeal in bowls with rich cream over it.

It is hard to believe that a man is thinking when he spends his

entire appropriation for advertising dye in mediums that reach city people who send most of their work to the dyer or cleaner and none of his appropriation to reach farm women who are in the habit of coloring their own cloth or garments in their own homes.

It may be true but I doubt whether men are thinking when one of them spends all of his appropriation to advertise saws in the city people's papers and the other spends all of his appropriation to advertise a set of tools in city people's papers and neither of them spend any money in reaching the farmer. A half-day's time in any city neighborhood and a day's time in any farm neighborhood would prove to either of these advertisers that there is at least five times the market for merchandise of this kind among farmers that there is among city people in proportion to the population.

I can't understand how a man can be supposed to be thinking when he cries out against the patronage by the farmers of the mail-order houses and at the same time neglects to tell the farmer anything about the goods he makes or their distinguishing marks; while he spends thousands of dollars in educating city people along those lines.

If these men can just be made to open up their minds and forget their preconceived ideas and can be led to dig down deep into the real facts, they will, of their own volition, evolve a plan by which they can give their traveling men a chance to hand out goods with both hands instead of with one. Just now these traveling men are handing out goods with one hand to the city and town people through the dealer while they might just as well be handing out the same kind of goods with the other hand to the farm people through the same dealer.

Richard R. Lovett, who has been associated with *Farm and Fireside*, *Woman's Home Companion* and *Technical World Magazine*, has assumed the management of the *Canada Monthly*, published in Winnipeg.



For Over 37 Years

THE OHIO FARMER

has been the valued friend and adviser of the leading farmers and their families of Ohio. It has given them practical and timely information on local soil and agricultural conditions and has constantly fought and worked for their interests. That this policy is appreciated is best proven by the fact that to-day we have a circulation in excess of 120,000 copies weekly and over 90,000 copies are going to subscribers in Ohio. There are only about 278,000 farm homes in Ohio, so that we are safe in saying that our paper is a welcome visitor to **one out of every three** of these households, and in addition to this, we have a very handsome circulation in nearby states.

It has always been considered the standard farm paper of Ohio.

We have always believed that if we serve our subscribers faithfully in an editorial way, they would respond liberally to the announcements which our advertising columns contain from reliable firms. The fact that our advertising and subscription income has steadily increased each year is the best evidence we can offer of the fact that when advertisers buy space in *The Ohio Farmer*, they are securing something which has a known fixed advertising value and which is gladly bought year after year by many advertisers **who know** by experience the value of what they are buying.

We have issued a book containing a classified list of these firms and the number of years that each has been with us. It not only confirms the above statement, but is a very convincing argument why **you** should consider

THE OHIO FARMER

May we send you a copy?

THE LAWRENCE PUBLISHING CO.
Cleveland, Ohio

WALLACE C. RICHARDSON, Inc.
Eastern Representatives

41 Park Row New York City

GEORGE W. HERBERT
Western Representative

600 First Nat'l Bank Bldg. Chicago, Ill.

Member of the Standard Farm Paper Association.

MAKING THE NOVELTY FIT INTO SELLING PLANS.

TURNING THE BALANCE IN A DIFFICULT SELLING FIGHT BY MEANS OF NOVELTIES—THE HUNGER FOR SOMETHING FOR NOTHING—REACHING THE CHILDREN.

The sales manager was conferring with the advertising man. "Things are a bit tight with our dealer agents in Indiana," he remarked; "ever since the S—T— Company has gone into that state to whip us, it's been nip and tuck. We've put extra newspaper advertising pressure on; but so have they. What can we do that they can't follow?"

The advertising man deliberated. "I'll tell you what we can do," he said, suddenly; "a man was in here the other day with one of the brightest little novelties I've seen in a long time. Let me show you the sample. I think we'd make a neat move to give these to our agents to distribute."

The upshot of the matter was that a clever and useful household device was shipped in quantities into Indiana for distribution by dealers, and with a neat but inconspicuous ad on it. They made an instant hit, and soon the dealers were yelling for more. Surprisingly and unexpectedly, local newspapers found something of interest to say about the device and the swiftness with which dealers were "cleaned out." It put new heart into the competition-pestered dealers, and the talk it created was just enough to swing the balances against the competitor who was trying to "butt into" a market.

About six days later this competitor also distributed something, but it wasn't within a mile of the hit made by the other, which was nicely calculated to please the very people desired to reach.

This is an instance where a good novelty played an important part in the selling plans for a concern. Novelties of the right sort, with intelligent backing and distribution, are used with real success by many important con-

cerns. Their value is usually based on their usefulness, and constitute welcome articles of real worth which modestly bear their advertising message, and bring results often in a surprising way. They patiently and unobtrusively await the psychological moment and then are "Johnny-on-the-spot."

And then the novelty touches on that real and highly important part of human nature—the love of something for nothing. The mere attention-value of an offer of something for nothing is stronger than the strongest ad can boast. The good will stirred up by the giving of a novelty that is worth while is all out of proportion to the cost.

Any manufacturer selling to men or women or endeavoring to influence dealers can probably at some particular time find the use of novelties of especial value in achieving a specific result.

Children may be pleased with direct sales effect on parents. The Davis Milling Company (Aunt Jemima's Pancake Flour) distribute Aunt Jemima face masks with successful results; and the Logan Shoe Company, St. Louis, gives away drinking cups, book covers and blotters to schools. The Dittman Shoe Company, St. Louis, distributes flags in a unique school club plan.

Even mail-order houses use novelties. The Gotham Company, New York, gets its mailing list by offering scarfpins. Such large concerns as the Waterman Fountain Pen Company and other national advertisers use novelties. In the technical lines of manufacture specialized novelties of use to technical men, are successful. An amazing line of novelties is manufactured nowadays, many of them thoroughly worth while.

GUY F. MINNICK WITH "McCLURE'S."

The advertising department of *McClure's Magazine* has engaged the services of Guy F. Minnick as representative in the eastern territory. Mr. Minnick is advertising manager of Corliss, Coon & Co. He will assume his new relations April 1.

The Man Who Makes a Conspicuous Success must Be Willing to Be Conspicuous.—*Thomas Balmer.*

☐ The elements of success operate through us—through our ability and our experience do we guide them.

☐ And to the extent of his success must a man sink self-consciousness.

☐ As he succeeds does he become public property.

☐ I am giving herewith a list of successful men and successful concerns.

☐ These men, or their agent, have not been bound by tradition—did not do a thing because someone else did it—but because their intelligence—their experience—the elements of success working in and through them compelled them.

☐ These men were quick to appreciate the advantage of the tremendous field the Woman's World opened to them—

☐ 65,000,000 people must buy vast quantities of necessities, comforts and luxuries.

☐ To build up an appreciation for their goods in one family in every seven of this great community through the Woman's World was an opportunity they have realized.

☐ The arguments that induced these men to use the Woman's World might induce you. You ought to know them. We can give them to you. You might get your advertisement in the June issue, out in May, if you

Write

WOMAN'S WORLD

THOMAS BALMER, Adv. Director.

I. A. Leshner, Adv. Mgr., Kesner Bldg., Chicago, Ill.

A. J. Wells, Eastern Manager, Fifth Ave. Bldg., New York, N. Y.

PUBLICITY ADVERTISERS IN WOMAN'S WORLD, SEPTEMBER, 1909, TO AUGUST, 1911

Mrs. S. A. Allen

Bauer & Black
Beecham's Pills

Cascarets
Clipper Lawn Mower
Collette Mfg. Co.
Corticelli Silk
Cudahy Co.
Coca Cola Co.

Danderine
John Duncan's Sons

Glidden Varnish Co.

Stewart Hartshorn
A. S. Hinds
Hub Gore Co.

Ivory Soap

Karo Syrup
Kingsford Starch
Kintho Mfg. Co.

Lever Bros.

Merrell-Soule

National Biscuit Co.

Parker's Hair Balsam
Postum Cereal Co.

Quaker, Oats Co.

Standard Varnish Co.
C. H. Strong & Co.
Swift & Company

Three in One Oil Co.

Union Carbide Sales Co.
Union Pacific Ry.

Van Camp Packing Co.

Wm. Wrigley Co.

ADVERTISERS
STARTING SEPTEMBER, 1910, TO
AUGUST, 1911

American Color Co.
American Game Co.
J. C. Ayer Co.

Beyer & Williams
Birdsey Somers
Bissell Carpet Sweeper Co.

Bliss-Fabyan Co.
Blodgett & Orswell
Buckingham Dye

Burson Knitting Co.
Borden's Condensed Milk

Cons. Safety Pin Co.
Calif. Fig Syrup
Cuticura Soap
C. & N. W. Ry.
Chalmers Knitting Co.
C. M. & St. P. Ry.
Colgate & Co.

Davis Kleans-E-Z Co.
Diamond Crystal Salt Co.

Ferris Bros.
Florence Mfg. Co.
Frisco Lines
Geo. Frost Co.

Geuder, Paeschke & Frey
Mary T. Goldman

Chr. Hansen's Laboratory
H. & H. Co.
Holeproof Hosiery
Hoosier Cabinet
Huenefeld Co.
A. G. Hyde

International Silver

Johnson Soap Co.
Johnson-Richardson Co.
Johnson Educator Co.

Knox Gelatin

LePage's Glue
Lowe Bros.

Malz Co.
Murine Eye Remedy
Muskegon Knitting Mills

Henri Nestle
Northwestern Knitting Co.
North Bros.

Parker Bros.
Pears Soap
Plymouth Mills

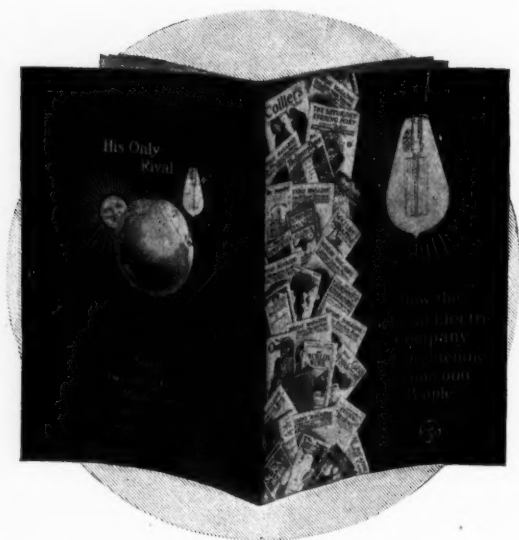
G. Reis & Bro.
Rubberet Co.
Rubens & Marble

Sen Sen Chiclets
Samson Cordage Co.
Stork Co.

Utica Knitting Co.

Vehicle Apron & Hood Co.

White, Wile & Warner
West Electric Hair Curler



THE story of a national advertising campaign prepared for distribution to electric lighting companies to show how local advertising can help get new users of electric light is ready for further distribution among enterprising advertising men connected with newspapers.

Sent only by request
from those interested.

3023

General Electric Company
Advertising Department
Schenectady, New York

MAGAZINES TO BE SENT BY
FAST FREIGHT NOW.

Magazines and other bulky periodicals, after July 1 next, will be transported by the Post-Office Department in carloads as fast freight. Postmaster General Hitchcock is developing as rapidly as possible plans upon which he decided last December to utilize this service when practicable.

"The plans I have decided upon," said Mr. Hitchcock last week, "are not proposed as a solution of the pending controversy over the suggested increase of the second-class mail rates on the advertising sections of magazines, but they probably will tend to bring about a solution of that question the more easily."

The quadrennial weighing of the mails in the third contract section of the country, comprising the states of Ohio, Indiana, Illinois, Michigan, Wisconsin, Iowa and Missouri, is now in progress. Weights of monthly and semi-monthly periodical mail matter originating in large publishing centers are also being taken and kept separate from the weights of other mails. From July 1 next periodicals that can be transported in carload lots by fast freight through the section weighed without disadvantage in delivery will be put under the new system.

Distributing terminals have been established in Boston, New York, Philadelphia, Chicago, St. Louis, Omaha, St. Paul and Cincinnati. Through matter that can be handled in carload lots will be sent through the weighing section by freight, and such additional distribution as is necessary before the matter is delivered to other railway post-office lines will be done at the terminals. Arrangements will be made with the publishers for a finer separation in the publishing offices, and for an earlier mailing of their matter so that the slower method of transportation may not affect the regularity or promptness of its delivery.

"We expect," said Mr. Hitchcock, "to effect considerable economies, not only in the actual cost of transportation of the matter, but also in the railway post-office car pay in the section that is now being weighed; and as the other sections are weighed and the plans adjusted to them the aggregate saving to the Government will be very large."

WALTER ROTH WITH PAUL
BLOCK.

Walter Roth, for years connected with the Charles H. Fuller Advertising Agency, and later Western manager for Hearst's *Sunday Magazine*, and with the Harper publications, has allied himself with the Western office of the Paul Block Special Agency.

The *Jornal do Commercio*, of Rio Janeiro, is being introduced to American advertisers by its recently appointed special representation in New York, Alfred B. Lukens, through a colored post-card picture of the *Jornal* building.



The Effective Way to Keep Your Name Before the Buyers

Here is a "sales-aid" that really will promote sales by securing the buyer's good will and by serving as a constant reminder and a suggestion to order your goods.

A SOLID 14kt. GOLD DIAMOND POINT SAFETY CLIP FOUNTAIN PEN

—with *your name* on the holder in any color enamel.

—and our guarantee of absolute satisfaction to the user.

From \$30 to \$100 per hundred.

This Sterling silver fountain pen, \$1.00 each, as a sample of our better quality Pens.

Just write us what price pens you would like to test and we will gladly send samples.

Other fountain pens with gold-plated nibs from 10c. to 25c. each in 500 lots for promiscuous distribution.

Diamond Point Pen Company

86-88 E. Fulton St., New York
Largest Manufacturers in U. S.

[Reprinted from second cover page of *Smart Set*, April, 1911]

THREE CLIPPINGS and a "BUT—"

THE SMART SET, which, since I founded it in 1900, has made profits of over half a million dollars, has been sold. The purchaser is John Adams Thayer, who made such a remarkable success as one of the publishers of *Everybody's Magazine*. I did not wish to sell the SMART SET; it has bulked large in my life for more than a decade. I wanted a publisher for it, and, after reading Mr. Thayer's business autobiography, "Astir," which appeared not long ago, I picked him as the ideal coworker. Frankly, I offered him, free of payment, almost a half interest, as the potential value of the property with the right publisher would have been very great. My offer, for certain reasons, was declined, and realizing that, in Mr. Thayer's hands, the prosperity of the SMART SET would be better conserved, and that its distinctive character as "A magazine of cleverness," given it by its first editor, would be not only maintained but intensified, I decided to sell outright, and have therefore disposed of all my interest in the SMART SET.—*W. D. Mann.*

BUT—Please read "Something Personal" on page 176

John Adams Thayer, Boston born and widely known in publishing circles, has purchased outright from the Ess Ess Publishing Company the SMART SET MAGAZINE, which was established in 1900 under the ownership of Col. W. D. Mann.

From the first it has been brilliantly edited and naturally met with the success such work deserves. Mr. Thayer helped build up the *Ladies' Home Journal*, introducing many complete novel features and starting the campaign for clean advertising.

For a time he was associated with *Munsey's Magazine* as business manager, afterward assisting in rehabilitating the *Delineator*. He was with *Everybody's Magazine* when it got its great start, and now, with the unhampered control of the SMART SET in his hands, his admirers all over the country are interested to see what will happen.—*Boston Globe.*

BUT—Please read "Something Personal" on page 176

It needed only a cursory reading of John Adams Thayer's "Astir" to realize that its energetic author could not long remain in Europe away from the hurly-burly of American publishing and advertising enterprise. The very title of his book symbolized his indefatigable spirit, and there is therefore no occasion for surprise in the announcement that he has bought the popular magazine known as the SMART SET, and that he will soon personally assume control over its destinies. With Mr. Thayer at its head, the SMART SET, while it does not lack many present entertaining qualities, will undoubtedly take upon itself a new lease of life.—*Boston Transcript.*

BUT—Please read "Something Personal" on page 176

[Reprinted from page 176, *Smart Set*, April 1911.]**SOMETHING PERSONAL**

FRANK A. MUNSEY was the first magazine publisher to invite the Gentle Reader behind the scenes. The public seemed to relish these confidences, and when some eight years ago I became one of the publishers of "Everybody's Magazine," we decided to establish a similar department. For a year or more we told of our successes and sometimes our troubles—for publishers do have troubles—until our circulation, mounting at the rate of fifty thousand copies a month, confronted us with a host of problems which all but crowded this pleasant gossip from our thoughts. I enjoyed these little talks, some of which I wrote at night when the offices, like Union Square below, were silent; and I have reason to believe that our great public enjoyed them, too. Because of this belief, I am choosing the same informal method of approaching the readers of the SMART SET.

Whenever the daily press prints the news that a magazine has changed hands, the reading public scans the succeeding issues for whirlwind changes.

BUT—

The modern magazine must be prepared months ahead. Thus, on February 20th, when the sale of this property was completed, the entire April issue was on the presses. There has accordingly been time only to change the name of the publisher on the cover and add this page to what we might call the advertising section, if so few announcements deserve so high-sounding a title.

I have it on the authority of the Editors that this is a "pretty good number," and as the public has for some years stamped its approval on their work, I must needs agree with them. The May number I have found in a less advanced state, and it will without doubt make a greater appeal to our readers than any issue in the recent past.

With the June number, the first wholly under the new ownership, there will be—what? "A magazine like 'Everybody's'?" many have asked. No, indeed. That magazine is the result of long years of hard work, study and progression along certain lines. There is no room for a second "Everybody's," and I have no desire to publish one. The SMART SET has for a decade had a distinct individuality. A "magazine of cleverness" from the outset, it will suffer no loss of quality.

Arrangements now under way for the benefit of contributors will insure the magazine first call on some of the very best fiction now being written in the English language. Two well known writers, Mark Lee Luther and Louise Closser Hale, have joined our staff as Associate Editors. The Managing Editor will be Norman Boyer, who for two years has so efficiently filled this post. Combined they will spare no pains to make the SMART SET an even more striking exponent of originality and cleverness in literature. If you like the SMART SET now, we are sure of your future allegiance.

But—we want your coöperation. Tell us what you like about the SMART SET. Tell us, quite as frankly, what you don't like. Help us make this little corner a clearing house of ideas.

John Adams Thayer

It is the Construct

Orange Judd

Weeklies

Here's the greatest agricultural publishing plant in the world. It's the Myrick Building, located at Springfield, Mass., property of the Phelps Publishing Company, named in honor of Mr. Herbert Myrick, President and Editor of Farm and Home and The Orange Judd Weeklies, and the greatest agricultural editor and co-operator with the farmers in all America. The Myrick Building is eight stories high, with two floors underground, measures 283x105 feet, contains nearly eight acres of floor space, and has room for 5,000 workers. It is the headquarters of The Phelps Publishing Company, publishers of the twice-a-month *Farm and Home*, and the eastern branch of the *Orange Judd Company* and office of its weekly, *New England Homestead*.



Their 925,000

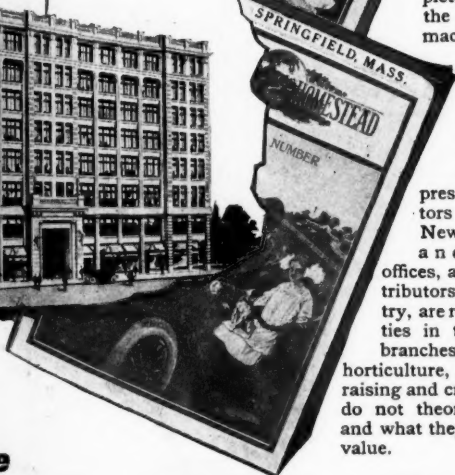
Our five farm papers—the weekly *Northwest Farmstead*, *Orange Judd Farmer*, *American Agriculturist*, *New England Homestead*, and the twice-a-month *Farm and Home*—because of the stimulating force with which they are edited, their penetrating insight and exposition of the agricultural situation, their accurate crop and market reports, are read by the families of the farmers who are making

THE PHELPS PUBLISHING COMPANY

1209 Peoples Gas Bldg., CHICAGO, ILL.

335 Palace Bldg., MINNEAPOLIS, MINN.

trusive Force Behind **and** **Farm & Home**



Mass
So Viable

This building is not only a concrete expression of agricultural prosperity, but is indicative of the perfect editorial and mechanical equipment of Farm and Home and the Orange Judd Weeklies. It is completely equipped with the latest improved machinery and labor-saving devices, including its own power plant, photo-engraving and electrotyping departments, composing and press rooms. Our editors in our Springfield, New York, Chicago and Minneapolis offices, as well as our contributors all over the country, are recognized authorities in their respective branches of agriculture, horticulture, live stock, poultry raising and crop statistics. They do not theorize—they *know*—and what they write is of proved value.

10 Sworn Circulation

American Agricultural, spending the most money. We guarantee our advertisers' reliability and accept no medical, the stimulating for financial or objectionable advertising, so our readers have implicit confidence in our papers. Some agricultural situation the shrewdest general, as well as agricultural, advertisers have proved their selling power. You ers who are making too. Write for sample copies of our papers and our "Facts About the New Farmer" booklets.

COMPANY
MINNEAPOLIS, MINN.

ORANGE JUDD COMPANY

315 Fourth Ave., NEW YORK, N. Y.

Myrick Bldg., SPRINGFIELD, MASS.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

PUTTING MOVING PICTURES TO ADVERTISING USE.

THE INDIRECT METHOD OF GETTING ARGUMENTS TO READERS—CONFIDENCE IN PHOTOGRAPHS—SHOWING THE FACTORY AND RAW MATERIAL SOURCES.

By Watterson R. Rothacker,
General Manager, Industrial Moving Picture Co., Chicago.

[EDITORIAL NOTE—The Mittineague Paper Company, Mittineague, Mass., has lately had moving pictures taken of its entire plant, making a complete story of the manufacture of paper, which is equivalent to visiting the plant. The advertising manager is now visiting ad men's clubs, printers' gatherings, etc., with these pictures.

This illustrates one of the advertising uses to which the moving picture can be put. The deep-lying interest of all people in the motions and doings of other people is a force to be reckoned with.]

It is an established and acknowledged fact that advertising apparently without advertising is decidedly more effective than a direct commercial announcement in actuating a desire. In arranging a moving picture play of advertising intent this point is uppermost in the mind of the producer and should govern his direction. The aim is to put on film a story which will hold the interest of the audience and entertain the onlooker while graciously delivering an advertising message.

When writing ordinary advertising copy the object of the writer is to say something, or use an illustration, which will arrest the attention, then tell his story in a manner which will hold interest, and say things in the advertisement which will arouse the buying instinct and cause the name or trade-mark of the advertiser to be remembered.

Have you noticed among the mass of copy which graces the pages of newspapers, magazines and periodicals in general, how much stress is laid on the story which surrounds the making of an advertised article. Isn't it a fact that more than a few advertised things retain a niche in public memory because of a reference to the manner in which they are prepared for their market?

Our clients say they look upon us as their advertising department rather than advertising agents. That's because we work so much more closely with them—so much more nearly as a part of their own organizations—than they have ever known advertising agencies to work.

Among these clients are some of the largest advertisers—manufacturers of high-grade merchandise—in America.

The principals of this agency handle its accounts personally.

THE
**DUNLAP-WARD
ADVERTISING CO.**
Hartford Bldg., CHICAGO

If a certain manufacturer of automobile tires took the trouble to tell you all about the country from which the crude rubber comes to him, the manner in which it is taken from the trees, the method by which it is prepared, etc., wouldn't you favorably remember his name and retain a regard for his product?

If you were to be taken to the grain fields to see the harvest, and your eyes followed the crop of wheat or corn to a magnificent modern factory where the best was selected and amid surroundings of absolute cleanliness made into breakfast food or bread, wouldn't, when your mouth watered for breakfast food or bread, your mind suggest the name of that brand which was identified with that which you saw?

If you were taken through an automobile factory and impressed with the care with which the machines are made and assembled, and the rigid and trying tests which they have to undergo before they are submitted for sale, wouldn't you long remember the name of that particular car?

If you saw a man striving away at a resisting beard with an old-fashioned razor and then saw the same man happy in the possession of a certain make of safety razor, wouldn't the comparison influence you the next time you were in the market for a razor?

If an enthusiastic community patriot or land boomer told you of the opportunities of the place he represented and accompanied his talk with something which disclosed the actual scenes of the discussion and brought to your eyes the industrial and agricultural activities of the place, wouldn't your action in the matter be urged more effectively than if you were dependent for your information on a prospectus or mere word description?

If an exotic vista of tobacco culture was revealed, you would see the workers in the field, you would see the cutting, then the curing, then the shipping of the tobacco to the place where it is made into enticing rolls which in-

vite the match and attract the smoker—to whom they are introduced by a thousand and one branded names. If this scene identifies a certain brand and makes it known to you that this is the manner in which the manufacturer of that brand insures his quality, wouldn't your desire for that particular brand of cigar be aroused, and wouldn't you seek the shop that sold it, and intuitively avoid the unscrupulous dealer who tries to palm off a "just-as-good" *La Flor de Manura*?

The answers to all these questions, and to hundreds in the same vein applying to diversified forms of business, are Yes!—and it is needless for me to state that all this can be done with moving pictures.

If sales can be influenced and publicity secured by a word-description of a manufacturing process, or agricultural and other industrial methods, that influence can be augmented, and the publicity scope broadened, by the more comprehensive and convincing illustration of moving pictures. This employment of moving pictures strengthens the advertiser's proposition with the public, for it is a frank declaration and sufficient evidence that his proposition will stand for pictorial proof and is presented on its merits.

The fact that moving pictures are photographically accurate inspires confidence. Their novelty is attractive and the advertiser who takes advantage of the opportunities they offer is signalized at once as progressive.

The advertiser, judiciously and profitably to utilize moving pictures as an advertising means, must not only insist that his subject be produced by an expert who will not sacrifice his selling points for a dramatic effect, but he must also confer as to the circulation of the films with one who knows the pitfalls which are put in the field by the moving picture trade for political reasons.

♦♦♦♦♦
A new monthly magazine in the interest of scientific farming will be started this month by James Rietchart in Milwaukee. It will be known as *The Progress Magazine*.

THE 1910 figures clearly show that the trend is toward the flat publications that run *advertising next reading*—especially if said flat publications are *also weeklies*.

PROOF

	INCREASE OR DECREASE			
Christian Herald	28% Gain	Flat	Weekly	
Life	27% Gain	Flat	Weekly	
Saturday Evening Post.....	26% Gain	Flat	Weekly	
Vogue	19% Gain	Flat	Monthly	
Monthly Style Book.....	18% Gain	Flat	Monthly	
Collier's	18% Gain	Flat	Weekly	
McCall's	17% Gain	Flat	Monthly	
Literary Digest	14% Gain	Flat	Weekly	
Ladies' Home Journal.....	13% Gain	Flat	Monthly	
Dry Goods Economist.....	12% Gain	Flat	Weekly	
Woman's Home Companion	11% Gain	Flat	Monthly	
Scribner's	11% Gain	Standard		
Good Housekeeping	11% Gain	Standard		
Delineator	6% Gain	Flat	Monthly	
Cosmopolitan	6% Gain	Standard		
American	5% Gain	Standard		
Harper's	4% Gain	Standard		
Century	2% Gain	Standard		
Success	1% Gain	Flat	Monthly	
Harper's Bazar	1% Gain	Flat	Monthly	
Associated Sundays.....	0% Gain	Flat	Weekly	
Review of Reviews.....	3% Loss	Standard		
Everybody's	4% Loss	Standard		
Munsey's	4% Loss	Standard		
McClure's	5% Loss	Standard		
Outlook	6% Loss	Standard		

N. B.—“Flat” publications run *advertising next reading* throughout.

“Standard” publications cannot run *advertising next reading* throughout.

Comparing total lines carried during 1910 with 1909 the average gain of each class is as follows:

WEEKLIES - - - - 21% Gain
 “FLAT” Publications - 15% Gain
 “STANDARDS,” less than 1% Gain

SINGLE-SALE MAIL-ORDER DIFFICULTIES.

THE LURE OF THE MAIL-ORDER
METHOD—OBSTACLES TO BE MET—
AN EXAMPLE WORKED OUT IN
FIGURES—WHAT PRACTICAL CON-
DITIONS MUST BE MET.

By *George Frank Lord*,
Of the J. Walter Thompson Agency,
New York.

Chief of the popular fallacies regarding advertising is the layman's idea that there is "big money" in selling some article by mail.

Prospective advertisers appear at frequent intervals each full of enthusiasm in regard to his particular formula, article, or offer.

It would be a rude shock to tell these people at once that their propositions are impossible, hence the tactful advertising man endeavors by a few pertinent questions, to open their eyes to the weakness of their single-sale mail-order schemes.

A single-sale article is one which ordinarily sells but once to any one buyer, and has no part or supplement that must be frequently renewed.

A single-sale mail-order proposition is one based solely on the exploitation of a single-sale article.

The best method of illustrating the weakness of such propositions is to figure out the probable results.

Suppose the prospective advertiser is a sales agent having a \$25.00 hand-operated vacuum cleaner, costing him at his office \$13.00. He advertises to sell this direct to consumers. To inspire the confidence necessary to get the orders, he guarantees satisfaction or a refund of the full amount paid, on return of the cleaner within ten days of receipt.

The cost of obtaining inquiries for such a proposition varies with the mediums, space, and style of copy used. Extravagantly worded copy will produce low-cost inquiries, but will load the follow-up files with names of low average sales value. Experience proves

that this sort of advertising is seldom profitable.

Experience also shows that good inquiries will cost about \$1.00 each, in advertising space cost. The cost of booklet, postage, addressing, filing, and four follow-up letters will total probably forty cents per inquiry. Hence each good quality inquiry costs \$1.40.

Experience shows that a good average selling ratio would be one out of six inquiries. Hence each actual sale must be charged with the advertising and follow-up cost of six inquiries or \$8.40. Since the gross operating margin is \$25.00 less \$13.00 cost, or \$12.00, we deduct \$8.40 from \$12.00 and get a gross profit per sale of \$3.60.

But in all such trial-order propositions the advertiser must agree to pay shipping costs both ways in case of dissatisfaction. These with packing will average at least \$1.50 per cleaner. Out of six good inquiries he will probably secure two trial orders, only one of which results in a sale. Hence the \$1.50 shipping cost on the one returned must be deducted from the gross profit of \$3.60, leaving a net profit of \$2.10.

Assuming annual overhead charges for salaries, rent, office-supplies, insurance, legal expenses, etc., are \$7,000. Number of sales at \$2.10 net profit to cover same, 3,333.

To show any net annual profit it is obvious that there must be more sales, without pro-rata increase in overhead charges.

Suppose there are 4,000 sales and overhead charges are \$7,500. The balance sheet at the end of the year will be something like this:

	Expenditures.	Receipts.
4,000 cleaners cost @ \$13.00.....	\$52,000	\$100,000
Advertising space cost @ \$6.....	24,000	
Follow-up cost @ cost @ \$2.40....	9,600	
Overhead charges..	7,500	
Total	\$93,100	
Net annual profit..	6,900	
	\$100,000	\$100,000

As such a business could be conducted on a cash sales basis with

Farm, Stock & Home

MINNEAPOLIS, MINNESOTA

has an advertising rate that ALWAYS pays its advertisers.

Its policy is to keep the rate low, as that makes it unnecessary to have a large business-getting expense.

It does not make any particular difference to a publisher if his rate is fifty cents a line and it costs him fifteen cents a line to get business, or if the rate is forty cents and it costs him five cents a line to get it.

But it does make a great big difference to the advertiser.

Money spent getting advertising in the paper does the advertiser no good.

Use publications that can show low rates and small business-getting organizations, if you want the most service for your money.

a capital of about \$25,000, the net profit of \$6,900 would be about 27.5 per cent. Very good. But the above figures do not consider the following:

It is not feasible to sell 4,000 vacuum cleaners per year by mail for cash. There must be an installment plan.

This involves increased office expenses, lawsuits and credit losses. At least \$50,000 capital would be required because of outstanding credits on installment leases.

These items mean increased expenditures, less annual net profit and more capital.

They mean, in fact, that a heart-breaking struggle will be necessary to pull the business through an average year without actual loss, and that a bad year would certainly bankrupt it.

The example selected is a fair one, as the margin of profit is considerable, and the estimate of overhead charges is conservative.

The conclusions reached from figuring out many such propositions and from experience are:

1. The only single-sale mail-order propositions with any chance of success are those with a large dollars-and-cents margin, such as pianos, automobiles, etc.

2. A good article for the mail-order business may be successfully marketed by mail, if the same advertiser has other profitable specialties easily salable to the same class of people, through follow-up literature.

3. Sometimes the gap can be bridged by introducing in the follow-up a small circular advertising an article that yields enough profit to cover the cost of follow-up to unsalable inquiries.

By eliminating half of the expense of \$2.40 per sale in our example, we would save \$4,800, which is nearly ten per cent profit on the finally estimated capital of \$50,000.

4. Most successful mail-order houses started selling a single article or single line of goods, but were wise enough to see the bad features of the proposition, and quickly added other articles, thus changing the proposition to a

catalogue business, and largely increasing the average annual sale per customer.

5. The big thing to remember in mail-order advertising is that the greatest item of expense is getting a customer, and that a satisfied customer is an easy buyer of other good and profitable articles from the same concern. Such secondary sales are not subject to advertising space cost but only to a small follow-up or circularizing cost, hence the net profit on same is almost equal to the gross margin.

MORE LIGHT ON THE SILENT SALESMAN SUBJECT.

THE NORTH ADAMS TRANSCRIPT.

NORTH ADAMS, MASS., March 20, 1911.

Editor of PRINTERS' INK:

Your issue of March 16 contained a contribution from Frederick Drowns, advertising manager for Geo. P. Ide & Co., who seems to object to the use of the advertising phrase "Our Silent Salesman."

Every advertisement is a silent salesman whether Mr. Drowns thinks so or not. No advertisement, however strong it may be, can convert itself into a phonograph and shout its message into our ears, nor was it ever intended to do so; its work, though powerful and far-reaching, is silently done and attracts the eye—not the ear.

A man could be entirely deaf and still the advertising would perform its mission just as well.

Every form of printed or written advertising is a silent salesman—magazine and newspaper ads, booklets, folders, circulars or correspondence.

Certainly "live wire" advertisers who use this term do not convey the idea in any sense of the word that they are "dead" ones for "dead" ones would not adopt "live wire" methods.

A "live wire" itself is silent but none the less powerful.

Mr. Drowns makes the statement at the conclusion of his communication that advertising is nothing more nor less than written logic, but is not that written logic a silent salesman?

Is not Mr. Drowns' communication itself a silent declaration of his thoughts?

Though he may be a writer of vitalized advertising, that advertising must, of necessity, remain a "Silent Salesman."

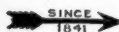
EDWARD G. DAY,
Adv. Mgr.

Blumenstock Bros. Advertising Agency, Inc., St. Louis, will soon move from the Central National Bank Building into new offices in the Chemical Building.

Prairie Farmer

has 51,241 subscribers
in Illinois; total circula-
tion, 80,723 net.

More than one thousand million dol-
lars is the value of the real property
credited by the U. S. census to those
51,241 Illinois subscribers of



PRAIRIE FARMER—CHICAGO

*The circulation of Prairie Farmer
represents the highest buying-power
concentration in the world to-day.*

I am prepared to prove this astound-
ing statement to any advertiser or
agency.

BURRIDGE D. BUTLER

Publisher

Brooks Bldg. CHICAGO

ILLINOIS

(1910 U. S. Census)

First in Corn
" " Oats
" " Horses
" " Packing
" " Railroads
" " Per Capita Wealth
" " Farm Wealth
" " Farm Education

A. K. HAMMOND

Manager New York Office
366 Fifth Avenue

NEGLECTED SPECIAL ADVERTISING OPPORTUNITIES.

BOXES AND CONTAINERS AND THE THINGS THAT CAN BE DONE WITH THEM—SOME OF THE ADVERTISERS WHO TAKE FULL ADVANTAGE—THE "CARD" AND GOOD COPY.

By F. D. Martin.

Instead of leaving to advertising "geniuses" the full appreciation of the many little but important advertising opportunities, it should be the practical, everyday work of advertising managers. The bright merchandisers who not only put streamers on freight cars which they load with their goods, but even get up a special train of goods and get advertising value out of it, are simply practical, shrewd advertising men.

There are many neglected opportunities for advertising, which some constructive imagination might make worth a lot of money. The office, the factory, the stationery, the envelopes, even the checks sent out can be made to contribute to the general advertising effect. A large safety razor concern taught New Yorkers what publicity there was in an office by taking the second floor of a famous "island" building and making all sides work hard for the goods. Another concern has adopted narrow-flap envelopes, enabling the address to be put on the flap side, thus leaving a broad, free surface for an advertisement tastefully prepared.

One of the things most frequently neglected is the quantity package. Cans and bottles and cartons will be handsomely and expensively labeled, totally disregarding that the boxes, the barrels and the containers of various sorts are usually left in full view of the public by dealers, thus missing all the opportunity for

advertising. It is important to make the labels right, but a dealer can't put *everything* on his shelves or in windows. Many things must remain in containers. If these are attractive, they get a good place in the store; if not, they are put in dark corners and under counters. Many times tasteful quantity containers go into the windows.

Furthermore, as many advertisers try to make an impression on the dealer that their article is well advertised, this impression is further strengthened in the dealer's mind when he receives the product in an advertised package. It at once calls this product to his mind again, whereas a product coming in an unadvertised box would not be very interesting to the dealer.

Illustrating this further, when a case of goods is received by a certain dealer, at a minimum estimate it stands on the sidewalk from five to fifteen minutes and even longer before being carried into the store. During this time many people pass by this box, and if it is an advertised box, especially on an advertised product, they at once remember the other advertisement they have seen in connection with the product, and this extra advertising is driven home. More and more live "reason-why" copy is being used on boxes with good results.

The value of a box ad only dies when the box itself is destroyed, as boxes are very often used over again and sold through the secondhand dealer to other concerns who do not manufacture products that occasion the ordering of large quantities of boxes, consequently they buy secondhand boxes with other people's advertisements and sometimes with no advertising on them.

Most boxes are printed perfunctorily with simply the name of the advertiser. Such concerns as Campbell's Soups, Victor Talking



His Master's Voice.

PRINTING ON WOODEN
BOXES THAT IS GOOD
ADVERTISING.

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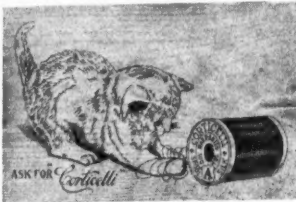
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Machine, Corticelli Silk, Van Camp's, Carter Ink Co., Corn Products Refining Co., H. J. Heinz Co., Snow Boy Soap, Illinois Match Co., Remington Typewriter Co., etc., recognize the need of efficient box advertising.

An advertiser who put some real selling talk on his boxes some time ago used this box advertising as one of his arguments in mak-



AN ESPECIALLY GOOD BOX PRINTING, IN COLOR.

ing sales and closed a \$25,000 contract through the impression this advertising made. The evidence of advertising carried conscientiously to small details, was sufficient to carry conviction regarding larger things. Dealers are so often told of big advertising plans that they can't check up, and which are sometimes pure fiction, that auxiliary advertising of such concrete helpfulness and indisputable existence carries much weight.

Trade-mark color schemes are frequently most practical and effective as in the case of Campbell's Soups, when used on the wooden boxes and cases.

C. D. SPAULDING RESIGNS TO REST.

C. D. Spaulding has resigned from the advertising department of the Curtis Publishing Company and will take a rest to restore his health. Mr. Spaulding joined the Curtis company in 1900 and took charge of the detail work in the execution of advertising in *The Ladies' Home Journal* and *The Saturday Evening Post*. He filled this position up to the time that E. W. Spaulding was forced to take a protracted vacation on account of ill health about three years ago. C. D. Spaulding was then made acting advertising director and filled this position until December last. He has now given up his connection with the company to take effect at once.



In the big city of New York there are quite a number of advertisers and advertising men whose early days were spent "up state." We have never yet spoken to one of them about the UTICA

SATURDAY GLOBE

who did not know it as one of his boyhood friends and hold it, even now, in cheerful memory. Several of them still read it regularly, and many of them will mention that the "folks up home" still take it each week.

Try it on some of your own acquaintances of "York State" or interior New England antecedents.

Now, the UTICA SATURDAY GLOBE with its *one hundred and forty thousand circulation* in homes of thrift, comfort, and intelligence, is a far greater power than it was in those days.

Its columns are open to the messages of the legitimate advertiser who wants to reach *interior New York, New England and adjacent states*.

If the real "blood and bone and sinew" folks of that territory are your business prospects, the UTICA SATURDAY GLOBE offers you an opportunity to reach them with economy that is startling when you consider the cost of other and less effective methods.

We are at your service any time any where.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE ILLINOIS FARMER *for* ILLINOIS

Why?

It has the greatest editor of a farm paper in the United States; a successful farmer and a leader who can't be bought or scared.

It covers Illinois more thoroughly and with less waste circulation than can be done with any other paper.

It is read by people who *pay for their own* subscriptions.

Published in Quincy, Illinois.

THE FARMERS' UNION NEWS *for* GEORGIA

Why?

Edited by the leader of the Farmers' Union movement, one of the most respected men in the South.

It covers Georgia more thoroughly and with less waste circulation than can be done with any other paper.

It is read by people who *pay for their own* subscriptions.

Published in Union City, Georgia.

For rates and other information address

LAVATER E. WHITE

Tribune Building, N. Y.

Phone 3315 Beekman

FACTS

CONCERNING THE

ROYAL STANDARD TYPEWRITER

1. It does the **best** work.
2. It does the **most** work.
3. It lasts the **longest**.
4. It costs the **least**.

No matter how *much* you pay, you can not buy a *better* typewriter than the ROYAL. A trial will convince you.

Price \$65.00

Royal Typewriter Co.

Room 52, Royal Typewriter Bldg.
New York

A Branch in Each Principal City



THE COUNTRY'S BIGGEST NEGLECTED MARKET.

FIFTY PER CENT RISE IN RURAL PURCHASING POWER—MAIL ORDER NOW THE OLD-FASHIONED METHOD—RURAL DEALERS BECOMING LIVE DISTRIBUTIVE FACTORS—ADDRESS BEFORE SPHINX CLUB, NEW YORK, MARCH 14.

By G. Bertram Sharpe,

Publicity Manager, De Laval Separator Company, New York.

Within the past ten years, according to recent Government reports, prices of farm products have increased from twenty-five to seventy-five per cent. The increase in the cost of farm necessities has been but slight. Government statistics, therefore, show an average increase in the farmer's purchasing power of over fifty per cent, brought about through improved and better methods of agriculture, and better prices for his products.

Contrast this prosperous condition of the farmer with the condition of the dwellers in our towns and cities.

How much has the purchasing power of the professional man, the salaried man and the mechanic increased in the past ten years? Less than fifteen per cent. What has been the increase in the price for the necessities of life, not to speak of the luxuries? Twenty-five to fifty per cent. In other words, the average family in our centers of population to-day is worse off financially than ten years ago.

When the man in town gets a raise in salary, by the time he has paid the increased rent on the new flat he moves into, and settled with the "butcher, the baker and the candlestick maker," what has he left at the end of the year to show for his increased income? As a rule, nothing! He is lucky if he hasn't a lot of unpaid bill's staring him in the face.

Now, how about the increased income of the farmer? What is he doing with it? Part of his surplus is going into his local bank, but a large part of it is

being spent to make him and his family more comfortable and his home more attractive. Whatever you can persuade him he needs, he has the money to buy. Conditions on the farm have changed mightily in the last few years. The trolley line and the telephone, and last, but by no means least, the newspapers, have brought the farmers in closer touch with urban advantages and broadened his view of life.

THE SIGNIFICANT AUTO ON THE FARM.

Perhaps the best recent example of what may be accomplished by cultivating the farmer's acquaintance is the great popularity of the automobile to-day in our rural communities, which has largely been brought about through advertising.

Last year, on a trip to central Illinois, at a little flag station where our train stopped, I saw a handsome big touring car being unloaded. I asked the station agent who was buying a car like that, and he said, "Oh, a farmer living over there a mile or two"; and a drummer who was standing on the car step chimed in, "Well, farmers and millionaires are the only people who can afford to buy automobiles nowadays"; and there's more truth than poetry in that bromide.

There are scores and scores of counties in the Central West where you will find on almost every farm an automobile costing all the way from \$750 to \$3,000; and the owners did not have to mortgage their homes or stand off the grocer to pay for them, either. There are many other commodities that might just as readily secure large rural distribution.

Mr. Manufacturer of flour, Mr. Manufacturer of clothing, Mr. Manufacturer of textiles, Mr. Manufacturer of the hundred and one things that we city dwellers are importuned a dozen times every day through the medium of the daily paper and the popular magazine and the street car card to buy, what are you doing to interest the farmer in your

product? What are you doing to popularize your goods with the farmer? Whose fault is it that in ninety-nine cases out of 100, you answer "nothing"?

That no more fertile field for the exploitation of many articles, now sold chiefly in our towns and cities, exists than the homes of the prosperous farmers of to-day, must be admitted by any one who has given the matter any study.

It's a field with wonderful possibilities. The farm population of the United States comprises almost one-half its total population, or approximately forty million people. According to official statistics, the value of our farm products for 1910 approximated in value the vast sum of 9,000 million dollars. Just think of it! twenty times the world's production of gold in 1910; twelve and one-half times the gross income of all our banks; nine times the total national debt; three and one-half times the total receipts of all our railroads! Surely the farmer, comprising so great a percentage of our population, and so largely contributing to the wealth of the nation, represents a market that no manufacturer can afford to neglect.

To one familiar with this market and its possibilities, it is sometimes hard to understand the short-sighted advertising and distributing policy of so many concerns whose products could so easily find an outlet in rural communities. I might cite as a typical instance the case of the automobile tire manufacturers.

Although for several years past rural users of automobiles have far outnumbered urban users, it is only within the past few months that any tire manufacturer has made an attempt to bring the merits of his wares to the attention of the farmer.

The farmer won't come to you unless you go to the farmer. You need him a great deal worse than he needs you.

MAIL ORDER NOW ONLY ONE OF
WAYS TO REACH FARMER.

A mistaken idea exists in the minds of many that it is useless

to try to reach the farmer except for direct sales in a mail-order way. I should say that in the majority of cases this is neither desirable nor advisable. It will pay you to visit a large general store in a prosperous rural community. It will open your eyes. You will find most everything from an automobile to a spool of thread, and what they won't have they will order for you. You might also be surprised to note the ratings of such concerns in Dun's or Bradstreet's.

Advertisers are already beginning to complain that it costs more to get results through advertising in the magazines than formerly. Attention and effort has been concentrated upon reaching population centers, and there must come a time when further cultivation through advertising will reach such a point that it will become unprofitable. Any practical farmer will tell you that cultivation and fertilization of the land are profitable only up to a certain point and that beyond that point a further expenditure of time and money and labor do not bring adequate returns.

And so with the manufacturer. If he finds that he has reached a point where a further expenditure of money in advertising does not seem to bring an adequate increase in sales, then he must do exactly what the farmer does—open up new fields.

Here then is a most fertile market awaiting him. Here are hundreds of thousands of families, with a greater average purchasing power than any other class in the world, that are waiting to make their homes as comfortable and attractive as those of their city neighbors with the things you have to sell.

INADEQUACY OF MAGAZINE CIRCULATION FOR RURAL TRADE.

"But," says some national advertiser, "I am reaching this field. I am using the magazines and the national mediums. They must have a certain per cent of readers in the farm homes." Most assuredly they have, but it is so small as to be almost negli-

Here's a Part of Prosperous Canada That is Set Apart By Itself

Look up your maps. Study the Eastern end of Canada—the Maritime Provinces. Did you ever notice how distinctly this is a field by itself—a field well worth cultivating, too. Here are the two great ocean ports of Canada, surrounded by provinces rich in mineral and agricultural wealth, with a prosperous population of over 1,100,000. And you can reach them ALL through the hustling Maritime Dailies. Do you know of any other section on the whole American Continent with such big opportunities that you can thoroughly cover so economically? Look up the facts. They may surprise you.

Daily
8-12-16 Pages

THE GLEANER
Established 1880

Semi-Weekly
8-12 Pages

This paper goes to the homes of the people. It covers almost exclusively the rich agricultural and lumbering districts of New Brunswick. It draws its business from two hundred thousand people.

THE GLEANER, Ltd.

Fredericton, N. B.

In St. John, N. B., THE DAILY TELEGRAPH

is the recognized result-producer—having a larger circulation, both quantity and quality, than any other two morning papers published in New Brunswick. "At every breakfast table in the province" the Telegraph will explain your goods to

Over 11,000 Daily Subscribers
(say 50,000 people)

Let us tell you more about ourselves and this part of the country. Any assistance we can render in getting your goods placed will be given for the asking.

Rate card mailed on request.

**TELEGRAPH PUBLISHING
COMPANY,**

St. John, N. B.

Moncton, N. B.,

is the "Hub of the Maritime Provinces" and the railway metropolis of Eastern Canada. On the main line of three trans-continental railways.

The Daily TIMES

dominates the field and has the largest circulation of any paper in the territory. Advertising rates from any good Agency.

Nova Scotia

has a population of half a million—prosperous, intelligent people—thirty towns and two cities. Over 10,000 tourists from U. S. come through one port alone. More than one-fourth of its homes reached regularly by the

HALIFAX HERALD and MAIL

Cover the province every day. Pre-eminent in a city whose people own \$25,000,000 bank stock in Canada. The HERALD and MAIL are in "a field by themselves"—a field YOU should cultivate. And they cover that field THOROUGHLY.

Sworn Circulation Dec., 1910

Average 20,292 Daily

Write for other important facts and rate card.

The Sydney, N. S., Post

Sworn Daily Circulation 5,787
Published in

THE CANADIAN PITTSBURG
Circulated in one of the largest wage-earning communities in Canada.

All information concerning paper, territory and rates on application.

Sydney . . . Nova Scotia

One Fifth

of the *Purchasing Power*
of the *Prairie Provinces*
of *Western Canada* is
wielded by the *German*
Farmers' and Land-
owners.

To get their trade you
must reach them through
their own papers and in
their own language.

Thoroughly and effec-
tively to cover this field,
make use of the *only two*
Canadian-German pub-
lications that count.

Farm & Haus

(a high-class Monthly
Magazine for Home and
Farm)

and

Der

Nordwesten

Canada's National Ger-
man Weekly.

DER NORDWESTEN
Publishing Co., Limited
Winnipeg, Man.,
Canada

gible. Then again, it might natu-
rally be asked, "If the farmer is
so prosperous and is able and
willing to make life in the farm
home more pleasant for himself
and family, why is he not a sub-
scriber to and a reader of the
popular magazines?"

The best answer to that query
that I know of is the reading
pages of these publications them-
selves. Pick up almost any maga-
zine, analyze carefully its read-
ing pages. What do you find?
By and large, a class of literature
written by city dwellers, about
city dwellers and city problems,
to interest city dwellers. Is it
then any wonder that the farm-
ers form such a small percentage
of the magazine-reading popula-
tion?

Let us analyze the farmer's
reading standpoint a little. The
farmer is a business man. He
has more money invested, as a
rule, in his farm, buildings, stock
and machinery than even the
small merchant or tradesman in
the town or city. Farming is a
trade, and the farmer's trade
paper is the farm paper. The
modern farmer owes much of his
present prosperity to the farm
paper. It has familiarized him
with new methods and has placed
at his disposal all the wealth of
information and experiment in
scientific farming that our state
and national agricultural experi-
ment stations have worked out
for his benefit. It has placed at
his disposal the experience of
other practical farmers. It has
helped him to grow two ears of
corn where he formerly grew
one. It has helped him to im-
prove his methods, and thereby
greatly increased the value of his
land and his revenue from it.
Through its advertising pages he
is kept in touch with the latest
improvements in labor-saving ma-
chinery, and in addition to its
value as a farmer's trade paper,
it has kept him informed on gen-
eral topics and furnished his wife
and family with reading matter
of interest and profit to them.
There is no publication so care-
fully read, and highly prized, or
that begins to wield the influence

upon its readers that the farm paper does.

In a national farm campaign I should place the mediums to be used in the following order of importance: First, state and sectional farm papers, such as *American Agriculturist*, *Ohio Farmer*, *Wisconsin Agriculturist*, *Wallaces' Farmer*, etc.; second, national papers, like *Farm Journal*, *Farm and Home*, *Farm and Fireside*, etc. Then, provided you are using a full list of farm papers and wish to supplement their circulation, would come the big weekly issues of metropolitan dailies like the *Weekly Star* of Kansas City, and the *Atlanta Constitution*; also some of the better foreign-language publications. These may still further

Important

When you select a publication in which to advertise, did it ever occur to you to take time to read the paper carefully and note the character of the articles, editorials, and the letters it contains, and judge for yourself whether the paper had any real merit in itself, and how the subscribers would likely value it?

Don't you think that a paper of real editorial merit, one that was filled with articles of real human interest, telling what people were actually doing, and how they did it, would be read closer and prove of more real value than one filled with dry essays and statistical reports? Furthermore, if it interested and helped the reader, don't you think it would be more likely to pay the advertiser?

We invite you to read the SOUTHERN RURALIST. We believe it will interest you as it does our 125,000 subscribers, and we would be glad to send you a sample copy. The subscription price is 50 cents a year, the advertising rate 50 cents per line.

**Southern Ruralist
Company**
Atlanta, Georgia

Keeping at the Head of the Farm Procession



Necessitates A-
No. 1 equipment in
this day when
the up-to-date
farmer is one of
the most progressive
men between the two
oceans.

One of the indisputable signs of this progress is
the ever increasing number of farmers who use a

Remington Typewriter

When a farmer enters the Remington office
class he is right up at the head of the farm
procession.


Remington Typewriter Company
(Incorporated)
New York and Everywhere

NOW IT'S TYPEWRITERS FOR THE FARMER.

be supplemented by the country weeklies which depend upon the farmer for a large percentage of their circulation, but outside the use of co-operative lists, this presents a problem with so many angles as to place it beyond the consideration of most advertisers.

To the manufacturer looking for a larger or a new market, I would say: Don't judge the farmer by what your recollection

CANADA

 — Has One —

Agricultural Journal

that asks to be measured by its editorials, specific information given, general get-up, quality of paper and class of illustrations used, yearly subscription price, and age of publication.

THE Farmer's Advocate — AND — Home Magazine

established 1866, has the largest circulation of any agricultural paper in Canada and is the only weekly agricultural journal commanding a subscription price of \$1.50 per year. It is taken by the most progressive farmers in every locality, who have money to spend for good articles.

Send for sample copy and advertising rates.

ADDRESS THE

William Weld Co.

Limited

London - - Canada

tions of the farm as a boy twenty-five or thirty years ago, may be. Don't take your information on this subject at secondhand, either, and don't go into some farming section where they get their largest revenue from summer boarders, for your information. Some fine day this spring or summer, buy a ticket for any small town in central Illinois, or Iowa, or Missouri. Go there and stay there two or three weeks. Hire a livery rig or an automobile and proceed to get acquainted with real farmers. Find out whether they use, or can be persuaded to use, your product. Find out for yourself what the farmer reads, and what is the best way to reach him. Find out whether you can best arrange for direct distribution or distribution through dealers. It will be a new experience for you, and I guarantee you will acquire more new information in these few weeks than you ever did before in six months, and that you will come back with some new ideas, and enthusiastic regarding the possibilities of the market many have heretofore neglected, more from lack of proper information than for any other reason.

A TEN-PLANK ADVERTISING PLATFORM.

At the recent joint telephone meeting of the Buffalo-Rochester Ad Clubs, Mr. Casson got off the following as a platform for advertising men:

- "(1) All non-advertisers to be deprived of citizenship.
- "(2) Prohibition of political speeches; voters to be addressed by advertisement only.
- "(3) Immediate abolition of electrical advertisements as a waste of coal and eyesight.
- "(4) A \$5,000,000 advertising appropriation for the post-office and Panama canal.
- "(5) Tariff revision by Ad men only.
- "(6) All trusts to be compelled to spend 10 per cent of their gross income on advertising.
- "(7) Exemption of newspapers from taxation.
- "(8) Magazines with \$10,000 advertising per issue, postage free.
- "(9) All currency to be based upon advertising contracts.
- "(10) Pensions for all advertisers disabled in the war of competition."

INCONSISTENCY OF SELLING WHAT ONE'S SELF DOESN'T RELY UPON.

THE TEXAS COMPANY.

NEW YORK, Mar. 3, 1911.

Editor of PRINTERS' INK:

I have been very much interested in the controversy which has been waged in the pages of PRINTERS' INK as between the advertising solicitor and the advertising manager.

A number of strong statements have been made on both sides of this question and probably there is a modicum of truth in all of these. There is no question, however, that from the advertising manager's standpoint, the valuable asset persistence, which exercises so large an influence on the success of any man's efforts, is sometimes unduly exaggerated by the advertising solicitor in his eagerness to do business. The question, however, seems to me to be one a good deal broader than the present controversy as suggested. Personally, I have a great deal of respect for the advertising solicitor, who is usually a pretty bright man and can frequently succeed in interesting me to the extent of laying aside other work for considerable time.

There is, however, an element of inconsistency in this method of working which to the cynic might form an example of the curious humor inherent in man. Here are large organizations who

are desirous of selling the opportunity for advertising in their magazines. The principal thing they are selling is the opportunity for advertising. Therefore they should be among the foremost exponents of the profession.

Why is it that they persist in using printers' ink so sparingly in endeavoring to secure the advertiser's business and continue to send representatives to interview at sometimes very frequent intervals when their knowledge of the value of advertising should convince them that this method of promoting their own business is worth a great deal of time and attention.

This is not submitted in any spirit of levity, but in an honest search for information on a point which on the surface looks curious, to say the least.

HARRY TIPPER,
Advertising Manager.

J. S. GREENWALT'S NEW CONNECTION.

J. S. Greenwalt, who for two years past has been the advertising manager for the Leopold Morse Company, Boston, has resigned to become advertising manager of the six Kennedy stores in Boston, Worcester, Brockton, Beverly, Hyde Park and Lynn, Mass. Before going to Boston, Mr. Greenwalt was eight years with Samter Brothers, Scranton, Pa., and twelve years with Hager & Brother, Lancaster, Pa.

By J. E. CONANT & CO. . . . Auctioneers
OFFICE, LOWELL, MASSACHUSETTS

VOLUNTARY LIQUIDATION SALE

Of the Plant of

THE MANHATTAN PRESS

NEW YORK CITY

One of the best equipped present day printers' and bookbinders' establishments in the country. Many electric motors and much paper. Pledged without limit or reserve to the highest bona fide bidders.

In Lots to Suit Purchasers

On Wednesday, the Fifth Day of April, 1911, beginning promptly at ten o'clock in the forenoon, regardless of any condition of the weather, upon the premises, Nos. 474-478 West Broadway. Descriptive catalogue in detail of the property upon application by mail, telephone or otherwise at the office of the auctioneers, where all inquiries must be made.

JOHN H. WILLIAMS, Sec'y and Treas.

MAKING THE PREMIUM AN EFFECTIVE SELLING AGENT.

THE IMPORTANCE OF BUYING THE
RIGHT ARTICLES, AS PREMIUMS,
AT THE RIGHT PRICES—WHY THE
PREMIUM PLAN IS PROFITABLE
AND LEGITIMATE.

By Charles P. Holland,

Sales Manager, Premium Dept., the
Samuel Winslow Skate Mfg. Co.

The first consideration for anybody who gives premiums is that the customers be satisfied. The giving of premiums is certainly a sure and safe method of advertising if it is done right. If it is done through a stamp or coupon scheme purchased from some firm that wants to supply you at a large profit to themselves do not for one minute think of going into it. The very fact that you are not buying your goods right prevents you from giving them away for anywhere near the value that some firm making goods in competition with yours can do, and it is bound to hurt you. If the merchant or manufacturer gives out his own coupons and uses his own premiums, he knows exactly the quality and character of the premiums that he delivers. You can readily see that if you are giving out your own premiums you can yourself judge what premiums are best suited to your trade, and build up a reputation in this department the same as in any other department of your business. If you purchase goods so that your customers can get something with every few coupons; so that they can get something quickly and have a chance to repeat often, they see that they are actually getting things, and if your premiums are well selected, they have before them constant reminders of the advantages of purchasing your goods, and the liberality of your premium plan.

Another thing to keep in mind is that if you make it difficult for your customers to get your premiums, they naturally throw away the stamps or coupons.

Since all these stamps or coupons thrown away are absolute profit to the company selling them, they are very glad that the scheme works in this way, but how about the merchant or manufacturer? He loses trade, loses the confidence of his customers, and spends half his time trying to explain a system that he himself does not understand. Another thing that you want to keep in mind is this, that by purchasing your own premiums, you see that the manufacturer selling you delivers you goods up to the samples shown. If you are going to give premiums, buy your own premiums, issue your own coupons, redeem them yourself, and deliver your presents to your customers. If you don't want to start the premium plan properly, it is best not to try it at all.

The principal benefit of a premium plan is that it puts the manufacturer or merchant in direct touch with the people that consume his goods. How many manufacturers are in direct touch with the consumer? Very few. A good premium plan puts you in direct communication. If you run your premium department right the amount of information that can be obtained to assist your selling force is very great. I ask you, is it good business to let this great leverage be lost?

The average manufacturer is unable or unwilling to see the possibilities of the premium department. Many think it is a necessary evil they must use to meet competition, and that it is not legitimate business—that it is a form of gamble or chance. The best legal talent in the country and the courts have decided that the giving of premiums properly conducted is in every way legitimate advertising. There is no gamble or chance about it. Your customers do not pay a cent more for your goods, and through your ability to purchase goods better than they can, you are enabled to return to your customer something that he or she desires. You are really and truly giving them something for nothing. You give your customers full value in your

goods, you meet your competitor's prices, you are not selling your goods a cent cheaper, because you are not now using premiums. Your selling cost is no more, and if your customers wish to save your wrappers or coupons, that is their privilege. It is wholly voluntary on their part. If they save them, you return to them part of your profit in the form of a premium. You are showing your appreciation that they are using your goods. If you advertise by the use of premiums, every letter that comes to you requesting a certain premium is the best proof that the people like your goods and are using them, and I have yet to hear of the manufacturer, who started premium advertising right, that is not perfectly satisfied with this method of advertising.

Give your coupons or wrappers the highest value that your profit will allow.

Do not insult the intelligence of your customers by giving trash. You can buy good goods for little money. Deliver the premiums promptly. See to it that every customer gets prompt and courteous treatment.

OPPOSES PARCELS POST BEFORE THE AGATE CLUB OF DETROIT.

Recently Oscar M. Kling, president of the Illinois Retail Merchants Association, strongly opposed a parcels post on the ground that the retail dealer or country merchant is the backbone and upbuilder of the country and rural districts and that the parcels post, by allowing the city mail-order house to undersell this important factor, would finally eliminate him entirely.

The advertising men who constitute the Agate Club are, he said, continually after the manufacturer to put better material and better workmanship into their articles so that the advertised articles may be unequaled on the market. The country merchant is the source through whom the manufacturer puts his advertised articles. But the mail-order houses who do not distribute these better-advised articles are able to compete and undersell the merchant dealer.

Mr. Kling thought that if it were possible to divide the country up into zones, with zone rates, the country merchant would be able to compete with the mail-order houses. He does not, however, think it possible to divide the United States into zones fairly.



Over 250,000 copies of GRIT are now going each week into that many homes of the right kind of people, whose residence in the smaller cities, towns and villages makes them look closely to the advertising columns for news of the 'luxuries and even of the necessities of life.



Many National advertisers use GRIT because, from their intimate knowledge of its effectiveness and demonstrated ability to bring quick and profitable replies to their keyed advertising, they know its trade extending and introduction qualities along general lines.

While many general advertisers do know GRIT and use it regularly, there are many who do not, and these talks are addressed to them and to their good business judgment. GRIT is a pioneer in the very field many of them are now trying to enter; the smaller cities towns and villages.

The advertising agent with the interest of his client at heart, is asked to dig deep without bias or prejudice.

We have the facts, the figures and the time whenever you are ready to listen.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



Your Ad on NIP-IT

Trade Mark Registered U. S. Patent Office

**STRAWBERRY HULLER
COULD BE PLACED
PERMANENTLY INTO**

700,000 HOMES

**At the Price of a One-Page
Insertion in a Leading Journal**

This is the season to place
"your ad" in the homes. *Your
ad will be read and appreciated.
You get direct results.*

"Nip-It" Strawberry Huller

has a lot of merits. Any woman will appreciate it. It eliminates soiled fingers, seeds under finger nails, crushed fruit, also keeps berries whole for table use, takes out soft spots, etc.



Here's the point to remember: For two cents you can place your ad in a home where it performs a desired valuable service year in and year out. Think of it! For merely the cost of a stamp on a letter that goes but once.

Send for sample and use it in your home.
That will convince you.

Write today

A. W. Stephens Mfg. Co.
Patentees and Manufacturers
WALTHAM, MASS.

THE FARMERS' TURN AT THE SPHINX CLUB.

At the Sphinx Club dinner, held March 14, at the Waldorf-Astoria, New York, the atmosphere was distinctly "agricultural," excepting for the presence of Sir Frank Newnes, chairman of the big publishing firm in England, which publishes the *Strand*, *The Wide World*, *Tit-bits*, *Country Life* and *The Ladies' Field*. As a fraternal messenger from the London Sphinx Club, he was toasted, and responded very aptly. He spoke of the advertising golf club, of which he is president, and said that he was a free-trader and welcomed everything in that direction. He would not commit himself on Canadian reciprocity, but welcomed anything that improved commercial relations between nations. He said that rural circulation in England was looked upon as very valuable because the country people stuck to the paper they liked for a longer time than city people. He also said that in order to make advertising pay with the farmer, it was necessary to "hit him again" at intervals.

Publisher Harmon, of the *National Stockman and Farmer*, Pittsburg, got off some interesting quips and felt entirely certain that Sphinx Club members were all farmers and would soon be busy picking strawberries off the straw, gooseberries off the goose and buckwheat off the buck. His special message was the educational development in the country, which he said was one of the most significant things standing out in rural life. Cornell last year graduated five or six hundred from its agricultural course and compelled these graduates to study as hard as any civil engineer or other professional man. Mr. Harmon said that interest in more exact and scientific means of agriculture was very high all over the country, and that agricultural college courses were making great strides. Four years ago Pennsylvania State College graduated 19, last year about 100 and this year 250.

G. Bertram Sharpe, of the De Laval Separator Company, and Montgomery Hallowell, advertising manager of the United States Motor Car Company, made addresses. John J. Dillon, of the *Rural New Yorker*, and Frank B. White, of the Chicago office of N. W. Ayer & Son, also made addresses, extracts from which will be found in this issue of **PRINTERS' INK**.

DISPLAY ADS FILL CHURCHES.

An average increase of about thirty-five per cent in the attendance at Protestant churches was brought about in Binghamton, N. Y., on Sunday, March 6, by newspaper advertising.

On Saturday nearly all the merchants gave up their advertising spaces in the newspapers to the City Ministerial Association, which filled them with display advertising urging the public to attend church.

As a result the churches were filled to overflowing.

AT THE

ADVERTISING RESULTS AND OREGON'S PROSPERITY.

anner, held
toria, New
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Oregon's present prosperity is attributed by the Portland Promotion Committee, in its official report just published, most largely to two causes:

"Railroad Construction and Colonization: More new territory opened up by railroads in Oregon in the last year than in previous 20 years. More money spent by railroads in advertising and immigration work than in any five years before."

"Activity of the Oregon Development League: All the 118 commercial clubs of Oregon, including the Portland Commercial Club, were actively and efficiently advertising for settlers and aiding in placing them to their advantage."

Portland raised nearly \$100,000 for promotion. All but about \$30,000 has been spent, some \$33,000 for advertising; \$18,000 more in connection with answering inquiries, \$7,000 for press bureau, and the balance for entertainment of visitors and other contingent expenses.

The following items figure in the general summary of work accomplished by the expenditure of the money:

"Oregon's call for homeseekers and investors has appeared in the advertising columns of leading magazines, farm journals and the leading newspapers of the United States.

"From 1200 to 4300 letters of inquiry per month were received in direct response to this advertising. Many of these letters contained from two to ten names of neighbors and acquaintances to whom it was requested Oregon literature be sent. All these letters were answered, and all the names with synopsis of inquiry sent to all the 118 commercial clubs which are members of the Oregon Development League.

"A press bureau was established twenty-two months ago. It has secured for Portland publicity which, if paid for at commercial rates, would have cost over \$300,000.

"A statistical bureau was established six months ago.

"An industrial bureau was established five months ago. It has furnished reliable and detailed information to over 115 desirable prospective factories, three of which were located, and all of which have been induced to regard Portland favorably.

"A convention bureau was established five months ago.

"Bank clearances, postal receipts, building operations, bank deposits, jobbing businesses, manufactures, exports and all other indications of industrial progress and prosperity, have shown an increase for Portland and Oregon in marked contrast to the stagnation and actual decrease in other sections of the United States."

H. T. Clinton, who for two years has been Western manager for the Fiat Automobile Company, has just been promoted to be general sales manager. Before going with the Fiat Company, Mr. Clinton was for four years advertising manager of the Association of Licensed Automobile Manufacturers.

KEITH'S
COVER
PAPERS

ANNOUNCING A WHITE SALE

Q The annual department store white sale is often extensively advertised by attractively printed announcements which are sent to prospective customers. Those stores which have used distinctive papers in the announcement of these lucrative sales have obtained gratifying results.

Q KEITH'S PAPER and COVERERS have proved effective in creating a favorable impression for the special sales they announce. The fine quality and distinctive character of these papers for booklets and special announcements will make a favorable impression for the desirability of the goods.

Q Let us send you, without charge, a copy of the SPECIMEN BOOK, a journal devoted to the showing of samples of good papers in practical use.

Q Please mail us samples of work done on our paper.

Q Ask your printer to show you samples of KEITH'S PAPERS, or address Department 2.

KEITH PAPER
COMPANY

6 WATER STREET
TURNERS FALLS
MASSACHUSETTS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, March 30, 1911.

The Personnel of the Postal Commission

It is announced on good authority that President Lowell, of Harvard University, has been selected by President Taft as the third member of the Postal Commission.

Needless to say that, impeccable as Dr. Lowell is personally, publishers and advertisers who have been interested in the effort to adjust second-class rates are somewhat disappointed. And with good reason. The personnel of the Postal Commission now consists of a judge, a lawyer and a college president. As far as general justice is concerned, no one for an instant doubts that the Commission will rule as fairly as Justice herself. In fact, the loading of the Commission with men of such great public integrity seems as ominously serious as though a Hague Tribunal were being chosen for the consideration of semi-philosophic problems of world-statesmanship.

The plea of the publishers and

advertisers has been, however, "Base your judgment on the facts." The personnel of the Commission being destitute of a single man of business experience, it is not likely to settle the matter with any great conclusiveness. It is as though philosophers and wise men were called upon to settle a dispute between two men who disagreed as to how many marbles a small boy in the street had in his pocket. The philosophers would be far too apt to formulate a philosophy as to how many marbles the boy *ought* to have in his pocket, but would not be so likely to seize the boy and *count* the exact number of marbles he had.

The great need is to find out exactly what the carrying of second-class matter costs and forswear all the academic discussions as to whether or not publications are entitled to a subsidy. It is time enough for such discussion when it is actually proved that second-class mail costs more to distribute than publishers are now paying. When even such authorities as Congressman Moon, of Tennessee (who, it is said, will be the next head of the Postal Committee), admits that he has been unable to figure out from the present manner of running the Post-office Department, how much second-class matter costs, surely it will take more business acumen than a Hughes or a Lowell possess to do so.

Hope lies in Justice Hughes' investigative talent, and in his thoroughness.

Proof of Farm Independence

Now that the farmer's vital relation to the prosperity of the country is pretty well understood by others than Wall Street men, advertisers and business men are generally becoming more accustomed to studying crop prospects, farm statistics, etc.

The Government crop report, just issued, shows that 180,000,000 bushels of wheat, or twenty-five per cent of the 1910 crop, is still on the farms. In other words, farmers have held back one-fourth of their wheat for satis-

factory prices. Forty per cent of the 1910 corn crop is still on the farms. In both the case of wheat and corn, more grain is retained on farms this year than last year at this time. This indicates naturally a rather more independent position even than last year among farmers, in that they have capital to hold on to their crops for the best prices. The proportion of the total 1910 crop which is merchantable is 86.4 per cent against 82.6 per cent of the 1909 crop, and 83.6 per cent of the ten-year average. This seems to prove that farmers are at this moment in a more independent position than perhaps at any time in the past ten years.

Perhaps the withholding of so much grain from the market explains continued business conservatism. When the farmer sells he also buys, and then we all buy and sell. Thus he keeps himself the drive wheel of business everywhere.

How Germany Avoids Deficits Through Advertising

A particularly timely and pertinent thought anent the present postal situation comes by way of Germany.

Otto Noerdlinger sends a stamp book, issued by the German post-office, containing twelve ten-pfenning stamps and sixteen five-pfenning stamps, the book selling to the public at two marks. But observe: *the book contains seven pages of ads!* Not only the covers, but the waxed paper put between the stamps contain ads for everything from cigars to oleo-margarine. While no information is at hand, it is not unreasonable to presume that the Government secures a handsome profit on these stamp books and the public is not only served, but such a thing as a postal deficit is flouted as possible only with American wastefulness and inefficiency.

The United States, too, issues stamp books, but it contents itself with putting postal rates and a model form for letter address on the covers, and nothing at all on the waxed paper slip-sheets. That

America, where advertising is smugly supposed to have reached the highest state of development, should not be the one to think of so simple and yet so economical a scheme as this, and that it further should possess the disgrace of a mammoth postal deficit, without reasonable excuse, is something to be rather ashamed of.

But even if we did have stamp books paying for themselves, with a profit à la Germany, there would still be a further logical step. The average man is eternally without a stamp and eternally bothering drug stores, cigar stands and hotel desks for them. A private company, not the postal department, mark you, has recently begun placing stamp-vending machines, from which you can get four one-cent stamps for a nickel.

Considering the sale of stamps from a modern, businesslike point of view, *the Government's distribution is very defective* and the buying of stamps is choked up with resisting factors. It should be at least as easy to buy a stamp as to buy Ivory soap or Van Camp's pork and beans; but it assuredly is not as easy to-day.

A newspaper advertising campaign, judiciously and not politically placed, would develop sales for stamp books, return post cards, registered-letter and special-delivery stamps, printed stamped envelopes, and many of the other things which the post-office has for sale but does its best to keep secret. The success of night letters, after an advertising campaign by telegraph companies, is but a hint of the flood of business which might be developed by a modern and progressive postal department.

Caution in College Advertising Courses

Probably no advertising man fails to note with approval the tendency of universities to study advertising. But there is an element of grave danger in the rapidly multiplying courses in advertising which should be carefully considered. This danger suggests itself forcibly even though unconsciously

in letters of this sort, which PRINTERS' INK is at present receiving.

(Letter A.)

PURDUE UNIVERSITY,
AGRICULTURAL EXPERIMENT STATION.
LAFAYETTE, IND., Mar. 24, 1911.

Editor of PRINTERS' INK:

The McBee Advertising people referred us to you as probably having more concise information along the line of advertising than any one else, and if available, will you send us such information as will be of use in a comparative study of different forms of advertising.

Considering street car ads, magazines, newspapers, bill-boards, etc., do you think a fair comparison could be made relative to the number of people reached, with, say \$2,000 invested in each?

This work is being done in a special course of economics taken up as a thesis. Any suggestions that you may care to make will be greatly appreciated.

Thanking you for your courtesies, I am,
M. E. NOBLET.

(Letter B.)

UNIVERSITY OF MICHIGAN,
ANN ARBOR, MICH., March 20, 1911.

Editor of PRINTERS' INK:

I am endeavoring to compile a comprehensive list and analysis of advantages (and disadvantages) which an advertiser has in making use of an advertising agency. Am doing this in connection with a course in economics entitled "Business Organization and Management." Lord & Thomas suggested to me that you might be able to give me some information in this matter, or advise some especially good sources.

Any information or material you may give me will be greatly appreciated.
LEON STEINBERG.

This university has no advertising course, but it is studying it nevertheless, and with the naïve scarcity of information which the above letter discloses.

A digest of the courses in advertising at the University of Wisconsin by Daniel Starch, Ph.D., subtitled, "A Systematic Syllabus of the Fundamental Principles of Advertising," has reached PRINTERS' INK. It could have well omitted its subtitle, for it unfortunately does not make good its claim to being fundamental. It is more a syllabus of the technicalities and superficialities of advertising.

Several lectures are devoted to "Attention" and how it may be won by an advertisement—by type arrangement, by illustration, etc.

It is the usual purely "psychological" view of advertising with little real comprehension of the selling and distributive considerations behind a campaign. It will be most unfortunate if the many universities now having advertising courses should turn out young men who believe they have bought a standardized training for the advertising profession which entitles them to the sort of standing that other special vocational courses in universities afford.

Advertising is still far from sufficient standardization to make any advertising course more than a pieced-together smattering. There is some science in it, but even what there is of it is not yet very coherent, universally recognized, or unified. The danger of regarding advertising as a separate business from general business is a subtlety not likely to be recognized by university men, but unless it is heeded, these university courses will be training young men directly against the spirit of modern advertising, which is to knit advertising more closely—even completely—to the individual concern's selling genius.

It is not good pedagogy for a university faculty far removed from the world of trade to lay out an elaborate course on a technical subject which covers a wider range of faculties and is perhaps a more complex cross between art, science and intimate experience with human nature and business than any other subject.

Only men of exceptional experience in all the many phases of advertising could give a university course worth its price to students. Retail advertising is fairly simple and this, no doubt, can be taught with a fair degree of success; but general advertising involves the very vitals of manufacture and distribution, before the problems of which even men of experience pause, and frequently fail.

PRINTERS' INK advises much caution in the matter of college advertising courses which aim to be anything more than a glimpse into the subject.

The Proof of Circulation Value Is In The Advertising Pages

BETTER FRUIT

carried 65 pages of Advertising in the January issue

When a publication with a circulation of 13,000 carries 65 pages of advertising, there is just one reason—it gets results for its advertisers.

The advertising in BETTER FRUIT has grown steadily year by year. In 1910 the increase was 80% over 1909—another indication of results.

The explanation is found in the exceptional quality of BETTER FRUIT circulation. Its 13,000 subscribers are all big, prosperous fruit growers, who supply practically the whole country. BETTER FRUIT is their magazine, devoted entirely to their interests. They subscribe to it year in and year out.

These 13,000 fruit growers and their families are enjoying the fullest prosperity. Their total buying-power is enormous, and they spend their money unstintingly for comforts and luxuries, as well as for necessities.

These 13,000 families read BETTER FRUIT through every month—that is why its advertisers get results.

BETTER FRUIT PUBLISHING CO.
HOOD RIVER, ORE.

HOW THE MODERN, BUSINESS FARMER DEVELOPED.

HIS BAD LOT IN THE EIGHTIES—THE POSITION HE HAS WON FOR HIMSELF—THE IDEAL HE HAS WORKED FOR AND REALIZED—EXTRACTS FROM ADDRESS BEFORE SPHINX CLUB, NEW YORK.

By J. J. Dillon,

Publisher the *Rural New Yorker*.

The farmer of the eighties was truly licked to a frazzle. But he did not know it, and it is this courageous army of producers that has since developed into the business farmer as we find him to-day, and whose success and condition has become the envy of tradesmen. The evidence of their untiring energy is written on the plains and hillsides the length and breadth of our land.

The material was here without flaw or blemish for the development of the business farmer. It was a work of intelligence, of adaptability and of industry. He studied his soil to increase its yield. He invested in improved machinery to economize in production. He studied the markets to produce what was most needed and to supply it in the most attractive form. He conquered drought by tillage and floods by drainage. He watched fungus growths and insect pests with a jealous eye, and when they appeared he found means to conquer them. He was a factor in the building of railroads and a patron of them when in operation. He patronized your factories and contributed to their marvelous success. Bad as your financial system is it was the best he had and he opened accounts in his local bank and his balance swells the financial resources of the clearing houses. Improved railroad facilities and trolley lines have not only facilitated shipments, but they have also opened the way for him to visit the outer world, and to bring that outer world to him. Improved highways have tempted the tourist; and the automobile has made him

a neighbor to his city customer. The daily paper is delivered at his door by the rural carrier; and the telephone puts him in instant communication, not only with his markets, but with his neighbors, and the whole world. He takes vacations, travels with his family in Pullman cars and stops at the best hotels. He has become acquainted with his city cousin at last and both are the richer for the knowledge of each other. He feeds the living creatures of the world, and is a patron of every product demanded by the necessity, comfort or luxury of a home. He is a member of clubs and conventions. His voice is heard and his influence felt in every legislation hall in the country and in every committee room of our capital cities. His stubborn and uncompromising devotion to an ideal is at once his strength and his weakness. It was a weakness in the past when designing and selfish politicians used it to fasten unjust burdens upon his own neck. It is his strength to-day in his determination to break the fetters that fasten those burdens to his industry.

But he has done more than all this. He has realized his ideal. He has established the only real family home of this nation and he is replenishing the pampered and enfeebled life of your cities with the strengthening and vitalizing blood of his sturdy sons and daughters. You can't raise three successive generations of men on a city sidewalk. Conveniences and ease and luxury do not tend to the development of either physical, mental or moral strength. Character is developed by the personal independent contacts with difficulties.

BOISE AD CLUB ORGANIZED.

The Boise, Ida., Ad Club was organized February 2 with these officers: President, W. E. Graham, of the *Golden Rule*; vice-president, George Smith, of the Folk Mercantile Company; secretary and treasurer, C. S. Crawford, of the Boise City National Bank; directors, J. G. Dunham, John Veatch, R. E. Spaulding and A. H. Allen. The club will have about thirty-five members. It will affiliate with the A. A. C. A.

Traveling Bill Boards

That's just what your packing boxes are when you use them both to **advertise** and pack your goods.

You have to use packing boxes anyway so you might just as well use the free bill board space on the sides or ends to say something about your goods.

Your dealer will display an advertised box—it's good advertising for **him** as well as for **you**—remember that.

No matter if you are using wooden boxes, corrugated or fibre board packages, we can supply you with the proper plates for your box advertising.

Send us your package or some descriptive matter about your products, and we'll be glad to submit sketch showing design and copy we think you ought to use for your box advertising.

"Making Boxes Pay For Themselves" is the name of a little book we'll be glad to send you if you'll tell us the name of the man who ought to have it.

It's illustrated in colors—shows photographic reproductions of boxes used by prominent advertisers—and it tells the where's, why's and how's of box advertising and how to get your share of it.

JAS. H. MATTHEWS & CO.

306 WOOD STREET

PITTSBURG, PA.

Makers of Proper Printing Plates for Box Advertising

LABELS AND WISE TRADE-MARK POLICY.

PROTECTION AGAINST IMITATION AND
SECURING FULL VALUE FROM OP-
PORTUNITIES — A SYSTEM FOR
KEEPING CAREFUL TRACK OF LA-
BELS TO PROVE PRIORITY OF USE.

By *A. E. Hodge,*

Advertising Manager, Beech-Nut Pack-
ing Company.

Talk as much as you like about advertising and printed matter of various kinds for making goods known to consumers, it is probably, after all, the actual label on the goods that does most of the real work.

It is the face-to-face contact with the consumer; the clothes in which the advertiser makes his real acquaintance with the consumer. One might, to some extent, say that the label vies with the trade-mark, as the means of identification is the trade-mark, practically speaking. Is it not apparent, therefore, how much *trade-mark wisdom* should go into the making of a label?

Also, in view of the pure-food principle that labels must not be deceptive, and in view of the new regulations going into effect this year about advertising the serial number, special thought should be given to labels.

It is not difficult to secure a trade-mark from the Government, but it is quite another matter to protect that trade-mark. The Government, in granting a trade-mark, does not guarantee to protect the owner from infringement, but only goes so far as to register, in the United States Patent Office, the

name, symbol, device, or form of trade-mark that is chosen.

It is a well-known fact that when a manufacturer secures a trade-mark, placing it on his product and distributing that product in a national way, or even locally, he immediately becomes a target for scores of imitators who not only attempt to imitate his product and style of package, but his trade-mark in particular.

The small manufacturer, as a rule, does not have as much trouble of this kind as does the large concern, until such time as he has grown and his product, or products, have a very wide distribution.

However, it is important that the owner of any trade-mark, large or small, use every means whereby his trade-mark, if it has intrinsic value, may have adequate protection in years to come. It is equally important that a manufacturer, before choosing a name, symbol, or device for a trade-mark, have the patent records in Washington thoroughly searched to determine whether his choice

Consecutive No.

Label No.

BEECH-NUT LABEL RECORD

Date of Original Order.....
To.....
Proof Received.....
Proof Approved.....
By.....
Number Ordered.....
Labels Received.....by.....
Labels Discontinued.....

(Paste sample label here, and file 25
samples under above number.)

Label first sent out on goods.....
To.....

Re-orders of Same Label. (Order by Old Label Number)

DATE	NUMBER ORDERED	PRINTER
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A SYSTEM OF FILING LABELS.

has not already been registered by another party.

If, however, he finds that his proposed trade-mark is original and is satisfied that it will be so connected with his products that, in the minds of the people, the one will always be suggestive of the other, he should, in addition to securing the registration of his trade-mark, make as complete a record as possible of the use of such trade-mark in any form that it may be used.

For instance, it is certain that an owner will place his trade-mark not only on his product for its identification by the consumer, but he will have it appear prominently on his labels, circulars, booklets, catalogues, display cards, and in his newspaper and magazine advertisements, and on any medium which may be of value to him in securing publicity for such trade-mark. In case the owner is compelled at any time to establish or maintain his claim to the ownership of a trade-mark, he must be prepared to go into the courts with complete evidence of the priority of his use of such trade-mark.

In order to do this in a convincing way he must have data to prove that he used the trade-mark, as a trade-mark, before another did, and the proof must be very conclusive—it must not be theoretical in any sense of the word. Therefore it is essential to keep on file several copies of each kind of printed matter on which his trade-mark appears, including labels, wrappers, circulars, folders, booklets, catalogues, signs—in fact, advertising matter of every description, especially if the trade-mark is reproduced in its original colors; that is, the colors which appear in the original trade-mark sketch.

The connection of the label with these precautions is particularly strong and important. Sometimes it is more important to prove a prior right to the use of a certain color in connection with a certain shape of device or trade-mark rather than to the shape of the trade-mark alone. Imitators very often do not follow the exact

Buckeye Covers

Before you order that new Catalogue or Booklet—before you order *any* printed matter for which cover stock must be used—let us send you one of our new boxes of "Buckeye Proofs."

These proofs—representing the latest cover processes as applied to the needs of a dozen prominent advertisers—will give you a conclusive and satisfactory answer to all of your cover questions.

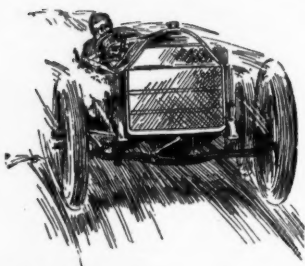
Write today, and have this helpful suggestive matter on your desk at your next conference with your printer. **YOU CANNOT AFFORD** to sign another order without seeing what Buckeye Covers have done for others and what they can do for you, in the way of increased effectiveness and economy.

Buckeye Covers are made in 15 colors, four finishes and three weights to suit every purpose. Stocked by representative jobbers in all principal cities. Sample book free if requested on your business letter-head.



The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848



FIRST In the Automobile and Accessory Fields are

**THE AUTOMOBILE
and MOTOR AGE**

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over
38,000 Weekly

Write for rates and full information.

THE CLASS JOURNAL CO.

231-241 W. 39th St.,
New York

100 Michigan Ave.,
Chicago

Your prize winners
should join this
Special Tour to

Europe

Nine prize winners in circulation contests are going. We can accommodate from three to nine more people. The Tour lasts forty-nine days and costs three hundred dollars.

We have special Tours both domestic and foreign which will be of interest to all newspaper and periodical publishers.

Write us today

RAYMOND & WHITCOMB CO.
225 Fifth Ave., N. Y.

lines of an original trade-mark, but their imitation is so closely reproduced in color that it is easily mistaken for the original. In such cases a record of labels is of the utmost importance.

It may not be generally known that infringement of a trade-mark does not consist primarily of making an exact reproduction and using it on inferior or imitative products—the courts hold that any reproduction which faintly resembles an established trade-mark, made either intentionally or through ignorance, constitutes infringement.

The necessity, therefore, of proving your claim to the satisfaction of the court makes it essential to keep an accurate, detailed record of the use, and in particular, the *earliest* use of your trade-mark.

It is practicable to use for this purpose a steel filing cabinet of letter size. This will contain the majority of labels and samples of advertising matter, and any pieces which are too large to be placed in the cabinet should be placed in a special file, and so indicated on the blank which is filed in the cabinet proper.

Each particular piece, label or advertising matter, should bear a print or label number, and a sample pasted on the blank properly filled out with the following information: date of original order and name of printer; date when first proof is received and approved; signature of person approving same and number of pieces ordered; date when goods are received and signature of person receiving same. The latter should always be placed on several samples of the piece in question, for later identification in the courts if necessary. If possible, it is also well to be able to prove the date when that particular piece of printed matter was first sent out to the trade, and to whom. All this information can easily be filled in on a printed blank 8 x 10 inches in size, with a sample of the printed matter attached, which should be filed in a strong manila envelope open at the end rather than the top, and without a flap.

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In a separate and smaller envelope there should be placed at least twenty-five samples of that particular piece, which should be selected from each lot received from the printer, dated and signed by the person in charge of the filing of such matter, and placed, with its corresponding blank, in the larger filing envelope. On the outside of the latter there should appear a sample of the label or advertising matter filed within, with its corresponding label or print number.

Each label or printed form should have a distinctive number, which should always appear (in very small type if desired) on the reprint of the same piece of printed matter. In case a change, even of the slightest nature, is made at any time, a new label or print number should be given to the revised copy and properly filed in the filing cabinet. To locate any particular piece in the files quickly a card index, showing its location in the files, by consecutive number, should be maintained.

In proportion to the benefits received, the work of keeping such a filing system is slight indeed. It is just as important for a manufacturer producing one or two products to keep an accurate record of this kind as it is for one producing a large number of articles, all of which bear a distinctive trade-mark, because in either case, when the article reaches an enviable position in the world of trade the owner will find it necessary to sustain his rights in the trade-mark by the aid of the courts.

A filing system of this description becomes more valuable with each passing year, and those who realize the value of starting an accurate record, no matter how old or well established their trade-mark may already be, are sure to benefit eventually by starting the record at once.

The new advertising manager of the Boston *Herald*, in place of Matthew J. DeViney, resigned, is William R. Ellis, formerly of the editorial staff, who, during twenty-two years' connection with the paper, has risen through various important positions to that of managing editor.

The **Chicago Record-Herald**

Has the Largest Known Circulation of Any Chicago Morning Paper

During the five months from October 3, 1910, the date of *The Chicago Record-Herald's* reduction to one cent daily, to March 1, 1911, *The Chicago Record-Herald* has increased its daily circulation 71,977 and its Sunday circulation 37,918.

Making a Net Paid Average Circulation for the Month of February

**210,018 Daily and
224,251 Sunday**

This is absolutely net paid circulation free from any augmentation by the sale of newspaper coupons in voting contests.

The **Chicago Record-Herald**

**New York Office:
710 Times Building**



Keep the cash register as Bright-and-shiny as a new dollar with 3-in-1

3-in-One so perfectly oils every delicate working part of cash registers that drawers won't stick or the intricate accounting parts halt or hesitate. It cleans and polishes all metal work, also wooden drawers. Positively prevents tarnish. Contains no grease or acid. Best for oiling, cleaning, polishing, preventing rust on adding machines, dating stamps, numbering machines, punches, etc.

Buy big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts.

Send for **FREE SAMPLE** and Dictionary.

**3-IN-ONE OIL COMPANY
12 Broadway, New York**



The Little Schoolmaster's Classroom

"Dear Schoolmaster," writes an inquirer, "don't you think that, as time goes on, the advertising agencies will encroach further and further on the work of the advertising manager until the advertising manager's job becomes largely one of clerical detail?"

No, indeed, the Schoolmaster does not think so. On the contrary, it is his firm belief that, as time goes on, the capable advertising manager will grow in power; that the time is close at hand when every concern whose advertising expenditures warrant the expense will employ a capable advertising man for all of his time. This does not mean, either, that the service of the advertising agency will necessarily become less important. The agencies, with their excellent organizations and their staff of specialists, will continue to give an outside point of view and a general service that is well worth what these things cost.

But the fullest success in many lines of business is possible only when some capable promoter "eats and sleeps" with the business, sees the daily callers and the daily correspondence, studies the factory, the policy of the firm, the attitude of consumers, carries on experiments, and thus works out the details that often determine the success or the failure of campaigns. These details are frequently of seemingly minor importance and those that the most capable agency man will not be able to work out with the few calls he makes and the small part of his time that he can devote to any one account.

There's nothing to that old argument that the man employed with the advertiser knows too much about the business to advertise it effectively. The more one knows about a business, the more competent he is to advertise it, provided always, of course,

that he has good advertising ability.

A striking advertisement of one of the leading agencies, in a recent number of **PRINTERS' INK**, very frankly sets forth the agency's conviction that their clients do well to retain the capable advertising manager. The good advertising agency knows the value of a capable "Johnny on the spot" who can co-operate with agency men.

* * *

Now and then some well-meaning advertising man, bubbling over with enthusiasm in his pursuit of a fairly good advertising principle, rises and remarks that "the language of the people," rather than "correct language," should be used by copy writers, that often it pays to be ungrammatical, and so on.

The Schoolmaster does not believe that any one who gives such advice follows it himself. What such advisers mean is probably that they prefer to see naturalness and simplicity rather than pedantic language. They mean to pay a tribute to such expressive slang as "make good," "produce," etc. They mean to say that "I will arrive soon" is just as good as "I shall arrive soon," or perhaps better.

But usage determines what is grammatical, and it is getting on dangerous ground to say that the copy writer may disregard usage. If he begins new sentences with "But," and splits his infinitives whenever he wants to, he has plenty of good authority for so doing. But he has no authority for saying "them things" for "those things," nor any license to use "it don't cost nothing" for "it doesn't cost anything" or "it costs nothing." And any budding advertising man is taking chances when he lets an employer catch such breaks in the copy.

The Schoolmaster is not so enthusiastic about the value of the short sentence as some advertising men are. He finds that often it is expedient to use a long sentence. But in his experience as a critic of copy, he has found that often the awkwardness and cloudiness of language is due to the habit of the writer in stringing out his ideas in sentences that are so long that before he got near the end he forgot what the subject was and what relation the final clauses bore to the first. Too many short sentences in succession make language choppy, or "snappy," and language that is too "snappy" loses naturalness and betrays the effort for effect.

The Schoolmaster will not undertake to publish a list of the most common faults he sees in the English of advertising copy. But here are a few:

The failure to recognize a complete stop is common. Take the two sentences, "The selection of sound investments is not a difficult problem. It is but a question of education along comparatively simple lines." Some people with supposedly good educations would run "it" right along after "problem" without any punctuation mark, while others will use only a comma.

The pronoun "it" frequently makes trouble unless handled very carefully. "The letter enclosing the coin-card brought a very good return; it was the first time it had been tried." Puzzle—what was "it"?

Many business letters are spoiled by the use of "same," "thereto" and other such words. Every man with a little pride in his writing ought to eliminate "replying to same" and "replying thereto" from his stock of letter language. Study the letters of the master letter writers of to-day and it will be seen that they write much as they talk—that they do not hunt around in mental store-rooms for phrases so cut-and-dried that the average green stenographer has actually memorized phrase-signs for most of the matter.

804 Advertisers

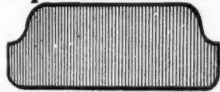
bought 36,190 lines in the March issue of the

Southern Planter

RICHMOND, VA.

Can you recall any other farm paper record approaching this one?

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.
701-709 Arch St., Philadelphia

THE LEONARD COIN MAILER

**SAFE
SURE
CONV
NIENT**

MAILING
PAT. NO.
281,292

makes sending money to you easy and safe. People are more apt to send money when it is no trouble to do so. Sample dozen 10c, postpaid, 100 for 75c, postpaid, 1000 with any printing \$3.25, \$5.00, \$10.00, F.O.B. Detroit.

The Detroit Coin Wrapper Co.
239 Harper Ave.
Detroit

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Some people get the idea that the letter expert, just because he is skillful in letter composition, can build first-class letters out of nothing. A letter expert some ago received a request from an acquaintance, asking if he—the letter writer—would not write a “corking” good letter for an electrical repair man who wanted to send out something to get more business. There was no selling information given; no hint given of the service that the electrical man could give. The chances are that he really had nothing to advertise, that his first step should have been to work up some distinctive feature to his service that could be advertised. This electrical man had the idea many have—that it is only necessary to get hold of someone “who can sling the English language”—that a few pretty sentences and strong paragraphs can be plucked out of the air, put on paper and that in some mysterious way results will come. But real advertising must have something more behind it.

Harry R. Drummond has been appointed advertising manager of the Elliott-Taylor-Woolfenden Company, Detroit. He was at one time managing editor of *The Woman's Herald*, New York, and has been connected with John T. Shayne & Co., Chicago; the Kennedy Furniture Company, of Chicago; the Des Moines *Register and Leader*, and the Kaufman & Krauss Company, Louisville.

Charles H. Fuller, of the *Dry Goods Economist* ad-service, recently became advertising manager of the Kahn Department Store, Washington, D. C.

DAILY CLUB DINNER APRIL 26.

The annual dinner of the Daily Newspaper Club will be held Wednesday evening, April 26, at the Waldorf-Astoria. The list of speakers will include some of the men famous in newspaper circles, whose talks will be along the business side of the newspaper, instead of the editorial end.

Advertisers' Gut Book



Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch line suggestions.

Price 25c—and worth it.

Your book is ready.

MOONEY-DICKIE CO.

423 Locust St. St. Louis, Mo.

WE ARE looking for a young man who has come in contact with the advertising field in a broad way. He must have brains, creative instinct, imaginative power and, above all, an ability to hustle. College man preferred. Some editorial experience valuable. Work will be agreeable. He will be a permanent part of us, if he “pans out.”

Address, Geo. Ethridge, personal, care The Ethridge Co., 25 East 26th Street New York City

1847 ROGERS BROS. X S TRIPLE

“Silver Plate that Wears”

The famous trade mark
“1847 ROGERS BROS.” guarantees the heaviest triple plate.



Catalogue “R”
shows all designs

MERIDEN BRITANNIA CO.

(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO

APRIL 26.

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5th Street



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

YOU YOUNG GROWING Concerns want strong copy—not too expensive. You want to put your selling points in print so that they compel belief. It takes experience to turn out that kind of copy. You can have that by calling on the **ADVERTISING TEAM, Box 47, % Printers' Ink, Chicago.**

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES"—the only monthly on the Island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Mac- can Beers, Editor, Box 1076, Havana

AD WRITERS

ADVERTISING Expert. Business System. Circular Letters written. Trade Marks originated. Address "E. W." care of Printers' Ink.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

UNUSUAL advertising things perpetrated for the fastidious. Absent treatment mailed to arouse curiosities. **FRANCIS I. MAULE,** 401 Sansom Street, Philadelphia.

MONTHLY Magazine. With big future. Appeals to students, college professors, professional and business men. Can be developed to net \$1000 per month. Contracts for 1911, covering all necessary contributions at no cost to owner. Present owner will take part payment in stock. Good reason for selling. Also has profitable side line. No agents. "H. C. C.," Printers Ink.

Only publication in southern county seat was bought twenty months ago on credit for \$1250. Since then the owner has paid for property out of earnings of paper, added \$1600 worth of new machinery, supported a family nicely and kept up heavy life insurance. Town of 2500. Only printing office in town. 1910 cash receipts \$5218. Owner operated with pay roll of but \$18 per week and total expenses of but \$1790, leaving him \$3428 return for personal work and investment. Has just been admitted to bar and wishes to practice. Price \$2800 cash. Cottrell pony, C. & F. jobber, gasoline engine, paper cutter, etc. Proposition No. 104. C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

FOR SALE

FOR SALE—2 MONOTYPE KEYBOARDS and CASTERS—Bargain for prompt sale—easy terms to responsible buyer. Box 37, care of Printers' Ink.

HELP WANTED

WANTED—First class Ad solicitors for a Catholic Year Book. Easy work; liberal commission. S. J. Y., care of Printers' Ink.

WANTED—Good, snappy illustration service for men's clothing. Address with proof sheets Box 171, care of Printers' Ink.

ADVERTISING solicitor, outside man, controlling business, can make profitable arrangement with well known "service man" who is too busy to solicit business; state present connections, in confidence. "S. V. M." care of Printers' Ink.

WANTED—A New York publishing house is looking for a live, resourceful man to manage the circulation of their two growing magazines. A man who will grow and develop into a dependable manager with large responsibilities. Box 552, care of Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED—Advertising manager, to handle Advertising Department large machinery manufacturing concern. Must have experience in preparation of catalogues, circulars, etc., also copy for advertisements and circularizing. No agencies. State salary expected, references, etc. Man with technical experience preferred. Address "M," Printers Ink.

WANTED a good, young printer of ability, one who has had experience in job work, to take charge of a small printing plant that gets out advertising for their own private use. Must do press work, as well as setting type and arranging matter. Presses will be new and electrically operated. The printed matter will be mostly small circulars and flyers. Man must be temperate, of correct habits, and able to furnish references. No boozers need apply. Here is a good chance for a good man. "C. A. D.," care of Printers' Ink.

Dutch Art Lithographs and Dutch Etchings

Underwritten by the etcher or lithographer. Copies on Dutch and Japan paper. Editor and printer of above said productions of art seeks representative. Address, "C. A. B.," Nijgh & Van Duijmar's Gen. Adv. Agency, Amsterdam (Holland).

WANTED—A man of character, education and initiative to direct a field campaign of personal solicitation for subscriptions for a business weekly of the highest class. To appoint successful agents in various States his judgment of men must be correct. He must be himself a forceful, convincing talker; a man of ideas and with ability to carry them out. He will have back of him an organization able and willing to conduct an aggressive campaign. His part will be to manage and direct a field force of his selection. Give previous experience and references. Address, Box 766, care Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalogue
Fenton Label Co., Phila., Pa.

MISCELLANEOUS

LINO TYPE BARGAINS

Model No. 1—Includes mats and electric motor, good order, \$1,000. Model No. 2 (Double Magazine)—Includes 6, 8 and 11 pt. two letter mat, good order, \$1,750; \$1,000 cash, balance six months. Model No. 2 (Double Magazine)—Just rebuilt by Mergenthaler Company, still in their factory; two sets of two letter mats, (new) any faces desired; \$2,100; \$750 cash; balance one year. Model No. 3—1 thoroughly rebuilt, two letter mats, (new) any face desired; \$2,300; \$750 with orders; balance \$50 monthly notes. Prices F. O. B. Cars. Immediate shipment. WM. B. BOYD, 47 West 34th Street, New York.

NEWSPAPERS WANTED

MOST large advertising appropriations are placed through Chicago agencies. Representation will get your share. Have well established office and active soliciting staff. Address Box H, care Printers' Ink Chicago Office.

ADVERTISING Manager 17 years' experience is desirous of purchasing whole or part interest in prosperous daily (N. E. preferred)—state particulars. Address Newspaper, P. O. Box 2367, Boston, Mass.

POSITIONS WANTED

CIRCULATION MAN with record of results, eighteen years' practical experience, wants position. A trial will convince you and keep him. Address, "TRIAL MAN," care of Printers' Ink.

YOUNG MAN, with both agency and mercantile experience, desires position as assistant to director of advertising in retail store or manufacturer. Salary \$25.00. Address Box 6, care of Printers' Ink.

EXPERIENCED ADVERTISING SOLICITOR DESIRES CONNECTION WITH Magazine or newspaper publisher or with special agency. Highest references. Address Box 391, care Printers' Ink.

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CAPABLE young man, 27, who has made good at inside special agency and outside magazine work, wants position with opportunity ahead. Good detail man and successful solicitor. Highest references. "M. C.," care Printers Ink.

ADVERTISING MANAGER large firm seeks change. American, 35, 14 years experience soliciting, writing, placing advertising. Chance for live publication or manufacturer anywhere in North America. Address "BOOSTER," care Printers' Ink.

A position as advertising manager for southern department store, or daily paper wanted by young married man, American. Newspaper experience and good advertising training. Good references, and a "make good guarantee." Box "W," care Printers' Ink.

FOR AGENCY CONSIDERATION—Ambitious young man of 24, now engaged in retail advertising with prominent department store of the middle west, desires position with large agency. A college graduate, a designer and illustrator and have made a study of advertising. Address Box 12, care of Printers' Ink.

TECHNICAL EDITOR

at present in charge of two leading technical periodicals, with complete newspaper, editorial and magazine experience, would consider a proposition from publishers; he is a man of ideas, resource and method and has a clean, successful record as a builder and organizer of magazine properties. "L. D.," care of Printers' Ink.

THOROUGHLY COMPETENT STENOGRAPHER who has completed one correspondence course on advertising and almost a second now seeks to locate with an advertising concern where he can get practical advertising experience. Now employed but prefers advertising work. Hard worker. Salary to depend on results. Address "4," care of Printers Ink.

HERE IS A YOUNG MAN

with four years' experience writing advertisements for retail merchants and 8 years as a printer and newspaper man, who wants a position with an agency or as assistant in advertising department. Good education, steady worker, tip-top references. Reasonable salary to start. 27 years old. Address "H.J.," care of Printers' Ink.

Now Making Good

as assistant to the sales manager for a prominent advertiser of mechanical products. Have six years valuable sales promotion experience. I write business building copy and know how to get results from general magazines, trade and technical papers, house organs and direct advertising.

Want a Broader Opportunity

with manufacturer who needs a competent publicity man. Or could give good service to a publication or agency. Address "B.R.," Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

PUBLICATIONS WANTED

PUBLISHER'S representative with well-established Chicago office and corps of active solicitors, wants two more publications. Address Box 97, care Printers' Ink Chicago office.

Order Now

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. The number of

1911 Bound Volumes

will be limited, so order yours in advance. \$2 each. Complete set of 4 vols. for year, \$8.

Printers' Ink

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA


Birmingham, *Ledger*, dy. Average for 1910, 22,616. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Dec., 1910, 13,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.


Montgomery, *Journal*, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, *Post*, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver *Post* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 Bridgeport, *Morning Telegram*, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.

New London, *Day*, ev'g. Average 1910, 6,892. Makes New London a one paper city.

New Haven, *Union*. Average circulation 1910, 17,267.

Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, 13,701; Dec., '10, 4,659. E. Katz Sp. A. A., N. Y. and Chicago.

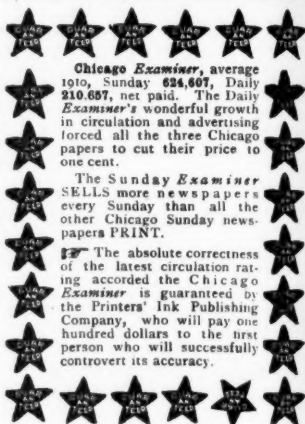
ILLINOIS

Champaign, *News*. Leading paper in field. Average year 1910, 5,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,651.


Peoria, *Evening Star*. Circulation for 1910, 21,143

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.



Chicago, *Examiner*, average 1910, Sunday 624,607, Daily 210,687, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average 1910, 11,786. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Des Moines, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,623; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 8,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,266.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 79,324; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1910, **82,408**. For Feb., 1911, **81,765**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (☉☉). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)

1910, **183,720**—Dec. av., **186,643**.

Sunday

1910, **321,878**—Dec. av., **330,717**.

Advertising Totals: 1910, **7,922,108** lines

Gain, 1910, **588,831** lines

3,304,183 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest February of the *Boston Post*. Circulation averages: *Daily Post*, **328,349**, gain of **41,113** copies per day over February, 1910. *Sunday Post*, **300,098**, gain of **39,137** copies per Sunday over February, 1910.

Human Life, The Magazine About People. Guarantees and proves over **160,000** copies monthly. **Lawrence, Telegram**, evening, 1910 av. **8,643**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, **16,306**; 1909, **16,639**; 1910, **16,662**. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, **18,763**.

Worcester, Gazette, evening. Av. '10, **17,602**. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation **80,000**.

★ **Jackson, Patriot**, Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,806**.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, **103,350**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



CIRCULATIN



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,523**.



☉☉

Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for Feb., 1911, evening only, **78,640**. Average Sunday circulation for Feb., 1911, **82,992**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

☉☉

Minneapolis, Svenska-Amerikanska Posten. Swan J. Turnblad, pub. Av. 1910, **55,180**. A. A. A.

☉☉

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, **125,109**.

MISSOURI

Lincoln, Deutsch-Amerikaner Farmer weekly **140,221** for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, **141,048**.

Lincoln, The Weekly Enterprise. Only Socialist paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, **6,326**. Reaches the farmers,

NEBRASKA

Camden, Post-Telegram. **9,433** sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c—'07, **20,270**; '08, **21,326**; 2c—'09, **19,062**; March, '10, **20,263**.

NEW JERSEY

Albany, Evening Journal. Daily average for 1910, **17,769**. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **84,858**.

Buffalo, Courier, morn. Ave., '10 Sunday, **84,787**. Daily, **46,384**; *Enquirer*, evening, **32,278**.

Buffalo, Evening News. Daily average for 1908, **94,033**; 1909, **94,301**; 1910, **94,332**.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, **8,164**.

Newburgh, Daily News, evening. Average circulation entire year, 1910, **6,041**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK

Albany, Evening Journal. Daily average for 1910, **17,769**. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **84,858**.

Buffalo, Courier, morn. Ave., '10 Sunday, **84,787**. Daily, **46,384**; *Enquirer*, evening, **32,278**.

Buffalo, Evening News. Daily average for 1908, **94,033**; 1909, **94,301**; 1910, **94,332**.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, **8,164**.

Newburgh, Daily News, evening. Average circulation entire year, 1910, **6,041**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK CITY

The Automobile and Motor Age. Largest single non duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, **7,658**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, **25,663** (☉☉).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1911, **5,416**; August, 1910 issue, **10,000**.

The World. Actual average, 1910, Morning, **362,108**. Evening, **411,330**. Sunday, **467,664**.

Poughkeepsie, Star, evening. Daily average year, 1910, **6,710**; last four mos. 1910, **6,197**.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1910, **19,246**. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, **12,766**. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily **32,458**; Sunday, **40,922**.

Troy, Record. Av. circulation 1910, (A. M., **6,102**; P. M., **17,697**) **22,799**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1910, **2,626**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, **16,487**.

NORTH CAROLINA

Charlotte, News. Evening and Sunday. Aver., 1910, **6,496**. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Nordmanden. Norwegian weekly. Actual average for 1910, **9,076**.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1910: Daily, **57,125**; Sunday, **114,044**. For Feb., 1911, **87,238** daily; Sunday, **121,182**.

Youngstown, Vindicator. D'y av., '10, **10,695**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Average Feb., 1911, daily, **34,396**; Sunday, **40,177**.

PENNSYLVANIA

Erie, Times, daily. **22,632** average, Feb., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, Tribune. Average for 12 mos. 1910, **13,228**. Feb., 1911, **13,934**. Only evening paper in Johnstown.

Philadelphia, Confectioners' Journal, mo. Average 1908, **5,617**; 1909, **5,522**; '10, **6,003** (©©).

Washington, Reporter and Observer, circulation average 1910, **12,396**; Jan., '11, **12,621**.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1910, **15,828**. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed **17,300** net for last six months, gain of **3,158** net in two years.

York, Dispatch and Daily. Average for 1910, **18,767**.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation 12 mos. ending Dec. 31, '10, **19,825**—sworn.

Providence, Daily Journal. Average for 1910, **22,788** (©©). Sunday, **30,771** (©©). **Evening Bulletin**, **43,323** average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, **5,423**.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, **5,311**. July, 1910, **6,964**.

TEXAS

El Paso, Herald, year 1910, **11,351**. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1910, **6,625**. Examined by A. A. A.

Burlington, Free Press. Daily average for 1910, **9,112**. Largest city and State circulation. Examined by Association of Amer. Advertisers. **Montpelier, Argus**, d'y., av. 1910, **3,316**. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Denver, The Bee. Aver. Jan., 1911, **4,284**; Feb., '11, **4,479**. Largest circ't'n. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of **64,741** daily, **84,203** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* carried in 1910, **12,328,918** lines, beating its nearest competitor by **2,701,284** lines.

Tacoma, Ledger. Average year 1910, daily, **18,967** Sunday, **27,348**.

Tacoma, News. Average for year 1910, **19,212**.

WISCONSIN

Janesville, Gazette. Daily average, Jan., 1911, daily **8,662**; semi-weekly, **1,810**.

Madison, State Journal, daily. Actual average for Jan., 1910, **6,960**.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1910, **61,697**. Average daily gain over 1909, **4,776**. *The Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.).

Milwaukee, The Milwaukee Journal, (eve.) Daily Av. circ. for 12 mos., **63,363**. Daily Av. Feb., 1911, **64,007**. Feb. gain over 1910, **1,136**. Paid City Circulation double that of any other Milwaukee paper. No Premiums employed. Over 605 Milwaukee homes. Flat rate 7c per line. C. D. Bertollet, Boyce Bldg., Chicago; J. F. Antisdell, 350 Fifth Avenue, N. Y. City.

Oshkosh, Northwestern, daily. Average for year 1910, **10,062**. Examined by A. A. A. **Racine, Daily Journal**. Dec., 1910, circulation, **5,517**. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis.. Established, 1877. Actual weekly average for year ending Dec. 31, 1910, **61,527**. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.



41 Park Row

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, **40,890**; daily Jan., 1911, **50,707**; weekly 1909, **27,080**; Jan., 1911, **27,890**.

Winnipeg, Der Nordwestern. Canada's National German weekly. Av. 1910, **18,484**. Rates 56c in-

QUEBEC, CAN.

Montreal, La Presse. Daily average for February, 1911, **102,899**. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around, or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minnesota.

CIRCULATION



by Printers' Ink Pub. Co.

THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Feb., 1911, amounted to 187,556 lines; the number of individual ads published were 22,419. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 37,286. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

GEORGIA

Atlanta Constitution (OO). Now as always, the 'Quality Medium of Georgia'

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). Not an organ, "—but the leading textile magazine. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO). Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post.' —Printers' Ink

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Feb., 1911, sworn net average, Daily, 80,847; Sunday, 180,346.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

The L. E. Waterman Company, of New York, is sending out new contracts to newspapers generally through E. T. Howard, of New York.

The J. Walter Thompson Company, of New York, is sending out copy and contracts for Clark's Blade and Razor Company, of New York.

The Mellins Food Company is sending out full-page copy for May magazines. The business is placed direct.

Renewal contracts for the advertising of "Woodbury's Hair Tonic" are being made by the R. Buggeln Company, of New York.

The Pacific Mills, Boston, are using a large list of women's publications advertising Serpentine Crepe through the F. P. Shumway Company.

Additional copy for the advertising of the Hotel Rector is being sent out by the H. S. Howland Advertising Agency, of New York.

The Oliver Typewriter Company's New England office is planning an advertising campaign in the State of Maine.

The Allen Advertising Agency, of New York, is now handling the advertising appropriation of the De Miracle Chemical Company, of New York.

The Walter C. Lewis Agency, Equitable Building, Boston, is using a few women's publications on an initial campaign for the Electric Lustre Starch Company.

The Crex Carpet Company, of New York, is considering a list of general magazines through the Collin Armstrong Advertising Company, of New York.

The Wyckoff Advertising Company's Boston office is using a list of daily and weekly newspapers in New England for the advertising of Wellington, Sears & Co. The copy is for four inches running two months.

The Bank of New York has begun a campaign in New York state papers to secure accounts of depositing banks. This business is being handled by the Collin Armstrong Advertising Company, of New York.

The Boston office of the George Batten Company will handle the initial appropriation of the United States Cart-ridge Company. Starting with a double-page spread in the *Saturday Evening Post* in colors, large copy will be used in mediums of the greatest circulations.

The J. H. Hartzell Company, of Philadelphia, is asking rates for fifty-two Sunday insertions.

The Frank Presbrey Company, of New York, is making contracts with newspapers generally for the advertising of "Michelin" tires.

The advertising of "Senalco" from the Purity Extract Tonic & Tonic Company, of Chattanooga, Tenn., will go out soon to Southern papers.

The Tonto Company, Providence, R. I., is advertising Tonto Shaving Cream in newspapers. The account is handled by the Nelson Chesman Agency.

The North German Lloyd Steamship Company, of New York, is making contracts with newspapers through Albert Frank & Co., of New York.

The Hallet & Davis Piano Co., Boston, is using large copy in New England papers advertising a puzzle contest. Business is placed by H. W. Stevens, Globe Building.

The Ward Bread Company, of New York, is planning an extensive advertising campaign in New York City, through the W. S. Hill Company, of Pittsburgh, Pa.

The Great Eastern Railroad Company, of England, is making contracts with newspapers in this country through the Hicks Advertising Agency, of New York.

Fontneau & Cook, Attleboro, Mass., large jewelry manufacturers, have just given an advertising appropriation to the W. F. Hamblin Agency, New York. High-grade publications will be used advertising gold-filled chains and other products.

Renewal orders are being placed with a list of magazines and women's papers for the advertising of Hinds' Honey and Almond Cream, the product of the A. S. Hinds Co., Portland, Maine. This account is handled by the Morse International Agency, New York City.

The Amsterdam Advertising Agency, of New York, is sending out copy to New York state papers on account of the Great Northern Hotel, of New York.

The Winchester Repeating Arms Company, New Haven, Conn., is considering plans for next year's advertising. This concern used a large list of general magazines, agricultural papers and newspapers. The account is handled by the P. F. O'Keefe Agency, Carney Building, Boston.

Table of Contents

PRINTERS' INK

March 30, 1911

Handling Artists and Art Work.....	<i>Earnest Elmo Collins</i>	1
Is the Coupon a Practical Device?.....		4
Putting Selling Thought on Labels and Packages.....	<i>Marshall Whitlatch</i> Advg. Mgr., Standard Milling Co.	11
The Great Work of Enthusing the Dealer.....	<i>Walter L. Hill</i> Sales Mgr., Detroit Stove Works	11
Do Reason-Why Arguments Fail to Sell Goods?.....	<i>Charles D. Lewis</i> Sales Mgr., The Perolin Co.	11
Pitfalls that Beset the Unwary Advertiser—I.....	<i>H. N. McKinney</i> Of N. W. Ayer & Son.	11
Dealers Play Title Role in Angle Lamp Revival.....	<i>Lynn G. Wright</i>	21
Utility Auto Advertising and the Farmer.....	<i>Montgomery Hollowell</i> Advg. Mgr., U. S. Motor Co.	28
Getting the Farmer's Trade.....	<i>Frank B. White</i> Agricultural Dept., N. W. Ayer & Son.	34
Making the Novelty Fit into Selling Plans.....		41
Putting Moving Pictures to Advertising Use.....	<i>Watterson E. Rothacker</i> Gen. Mgr., Industrial Moving Picture Co.	51
Single-Sale Mail-Order Difficulties.....	<i>George Frank Lord</i> Of the J. Walter Thompson Agency.	54
Neglected Special Advertising Opportunities.....	<i>F. D. Martin</i>	56
The Country's Biggest Neglected Market.....	<i>G. Bertram Sharpe</i> Publicity Mgr., De Laval Separator Co.	61
Making the Premium an Effective Selling Agent.....	<i>Charles P. Holland</i> Sales Mgr., Premium Dept., Samuel Winslow Skate Mfg. Co.	61
Editorials		71
The Personnel of the Postal Commission—Proof of Farm Independence— How Germany Avoids Deficits Through Advertising—Caution in College Advertising Courses.		
How the Modern Business Farmer Developed.....	<i>J. J. Dillon</i> Publisher, the <i>Rural New Yorker</i> .	76
Labels and Wise Trade-Mark Policy.....	<i>A. E. Hodge</i> Advg. Mgr., Beech-Nut Packing Co.	78
The Little Schoolmaster's Classroom.....		82
Business Going Out.....		92

**Co-oper-
ation!!!**

**Is the
Strong
Arm
of
Business**



One of Many Illustrations

**H. C. SHUGERT
GENERAL MERCHANDISE
FLOUR AND FEED**

Morrisdale Mines, Pa., Jan. 16, 1911.

Washburn-Crosby Co.,
Minneapolis, Minn.

Gentlemen:

On seeing your "ad" in THE COLUMBIAN Magazine, I bought eighty (80) barrels Gold Medal Flour for the Morrisdale Grain and Feed Co., and it is giving good satisfaction. When in the market again for flour you will hear from us.

Yours very truly,

(Signed) H. C. SHUGERT.

COLUMBIAN MAGAZINE

H. C. Daniels
New England Rep.
Barristers Hall
Boston, Mass.

P. M. Raymond
Advertising Manager
1 Madison Avenue
New York

Hugh Kapp
Western Adv. Manager
Peoples Gas Building
Chicago

NEARLY 10% of your advertising appropriation in United States magazines pays for circulation in Canada. Is it wasted?

ARE your Canadian sales 10% of your total sales? No? Then you need Gibbons Service to advise and help you in the special effort necessary to utilize this "waste."

**Some Advertising
We Handle**

Sunlight Soap
Fry's Cocoa
Planola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Waltham Watches
"Standard" Plumbing Fixtures
Sun Fire Insurance
B. D. V. Tobaccos
Everitt's "50"
Coate's Plymouth Gin
Vapo-Cresolene
Canada Life Assurance
Burnett's Fabrics
Vestal Olive Oil
Regal Lager
Covido Port
Northern Electric Rural Telephones
Blue's Brandy
Wire & Cable Company
Melotte Cream Separator
Pedlar People of Oshawa
"Magi" Mineral Water
W. G. & R. Collars and Shirts
Rogers' Coal
Mason & Rich Planos
B. & K. Oats
Vinolia
M. L. Paints
Tudhopes of Orillia
Truro Condensed Milk Co.
Crompton Corsets
"Ideal" Metal Beds
Polo Polishers
Patersen's Cough Drops
Century Salt
Premier Separators
Domulion Organs and Pianos
City Dairy
Peerless Incubators
Vickar's London Dry Gin
Floorglaze
Dodge Mfg. Co.
Munyon's Remedies
Wakefield Hats
Queen Quality Silk
Page Wire Fences
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Flows
Semi Ready Clothing
Capitol Farm Implements
Rogers—the Cement Man
McDougall's Pumps
Drummond Dairy Supplies
Cockburn Plow Co.
Caverhill's Barley Flakes
Lifetony Soap
St. Charles Cream

IF you hesitate to place confidence in our ability to serve you more effectually than your United States agency, these names of many of the largest and shrewdest advertisers in the world, whose advertising in Canada is entrusted to us, may assure you.

WHEN you decide to build up your sales in Canada write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A.B.C., 5th Edition

Chemikalien und Reagentien

für chemische, therapeutische, photographische, bakterio-
logische und sonstige wissenschaftliche Zwecke empfiehlt
in **bekannter Reinheit** zu **entsprechenden Preisen**

E. Merck chemische Fabrik Darmstadt.

Weltausstellung Brüssel 1910

**4 Grand Prix
Goldene Medaille**

erhielt unsere Ausstellung wissenschaftlicher Instrumente.

F. SARTORIUS.

Vereinigte Werkstätten für wissenschaftliche Instrumente
von F. Sartorius, A. Becker und Ludwig Tesdorpf,
Göttingen.

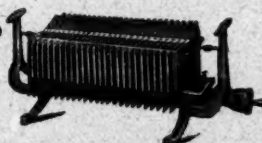
Gülcher's Thermosäulen mit Gasheizung.

Vorteilhafter Ersatz für galvanische Elemente.

Konstante
elektromotorische
Kraft.

Geringer Gasverbrauch.

Hoher Nutzeffekt.



Keine Dämpfe
kein Geruch.

Keine Polarisation, da-
her keine Erschöpfung.

Betriebsstörungen
ausgeschlossen.

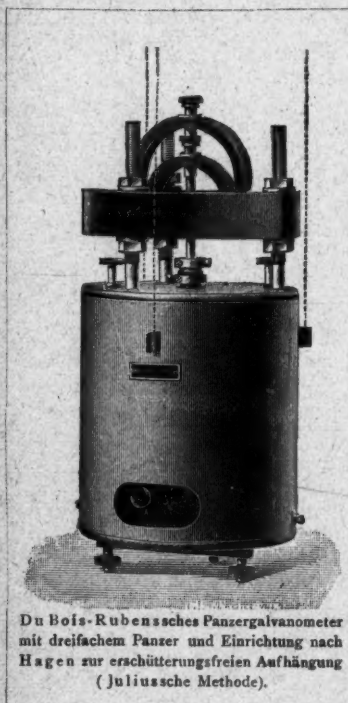
Alleinige Fabrikanten:

Julius Pintsch, Aktiengesellschaft, Berlin O., Andreasstr. 71/73.

SIEMENS & HALSKE A.-G.

WERNERWERK

BERLIN-NONNENDAMM.



Hochempfindliche Spiegelgalvanometer mit beweglichen Magnetsystemen, niedrigem oder hohem Eigenwiderstand und magnetischer Schutzpanzerung.

Hochempfindliche Spiegelgalvanometer mit Drehspulen mit größter Volt- und Stromempfindlichkeit, auch mit Einrichtung für große Schwingungsdauer und Benutzung des aperiodischen Grenzzustandes für ballistische Messungen. Nebenschlüsse dazu für offene und geschlossene Stromkreise.

Apparate für die Bestimmung der Induktionskonstanten und des Energieverlustes an Wechselstromapparaten.

Instrumente und Maschinen zur Erzeugung von Hochfrequenzströmen für Meßzwecke.
Normale für Selbstinduktion und gegenseitige Induktion.
Amperemeter, Voltmeter und Wattmeter für jede Stromart, Stromstärke und Spannung.
Apparate für Eisenuntersuchungen.

. - G.

Spiegel-
mit beweg-
systemen,
hem Eigen-
magnetischer

Spiegel-
mit Dreh-

r Volt- und
zeit, auch
für große
r und Be-
periodischen
für balli-
a. Neben-
offene und
nkreise.

stimmung
onstanten
rlustes an
paraten.

Maschinen
Bzwecke.
ktion.

Stromart,